VOGUE

SPRING NEWS

ADVANCE RETAIL TRADE EDITION

PARIS ORIGINAL DESIGNS IN VOGUE PATTERNS

SHOES...ACCESSORIES.

SPRING FASHIONS IN THE SHOPS NOW

Incorporating Vanity Fair

March 1, 1949

Price 50 Cents in U. S. and Canada

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Grosvenor, pattern GR 15, wave design in Silver Blue.

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...on the floor

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Mohawk

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Photo by Peaty

March 1: Spring news

VOGUE TRADE EDITION

1 *To sell spring ready-to-wear . .*

Point up this spring's fashion highlights as noted in this Vogue: *Necklines*—bare for day and evening via the plunge, the portrait line. "*Spring flare*"—in the little jacket, the dress-with-a-jacket, the pussycat bow. *Strict dresses* with pearls. The "*better-half-of-the-day dress*" in stiff fabrics. *Young suits* softly cut from men's-wear materials. *The coat-dress.*

Vogue suggests:

. . . *fashion-show meetings* of all fashion departments to explain and point up the selling news and details of spring 1949 in ready-to-wear as well as in the accessories planned to go with them.
. . . *a window* of suits with short, flared jackets. Why not paint a large "spring flare" silhouette on background of a window (see page 128). Display the card, *Vogue says:* "There's a flare to spring fashion".
. . . *an advertisement* emphasizing the stiff-fabric shirtwaist dress and headlined, *Vogue says:* "New idea: better-half-of-the-day dress".

2 *To sell spring accessories . . .*

Make the most of spring's fashion of detail; a strong selling point for extra accessory sales, worth promotional emphasis. Vogue's "Pale notes for navy blue" (pages 174 and 175) suggests a colour approach to accent navy, includes all accessories: *bags*—navy calf, natural pigskin; *belts*—pastel suède, pigskin; *flowers*—pink or yellow roses; *scarfs*—white and russet, navy and white polka dots; *gloves*—white, chamois, café-au-lait, navy. (News: the almost-elbow length glove to meet the important just-below-the-elbow length sleeve.) "*This with that*" (pages 176 through 179) coordinates accessories with both women's and men's clothes—suggest plus sales.

Vogue suggests:

. . . *ready-to-wear advertisements and displays* that make a point of the fashion plus in *planned* accessories. For a headline and/or a display sign use the fashion selling quotation, *Vogue says:* "Accessories vary the mood of a costume." Be sure to see page 8 of this Trade Edition for more Vogue quotes to help you sell fashions *plus* accessories.
. . . *lettering charts* for ready-to-wear fitting rooms suggesting coloured accessories for navy costumes. Use the Vogue quotation, *Vogue says:* "Add pale notes to navy blue." Make *special* notes on glove lengths, jewellery (see number 5, this page).

3 *To sell shoes . . .*

Vogue says, "This year, the coloured shoe is no longer giddy; it is good." Pages 172 and 173 show the colours that will be the new shoe basis: red, green, navy, taupe, russet, blond. To note, too: polished leathers, contrasting leathers together; high-to-low heels (especially the mid-way heel); straps at instep, vamp and T-straps. And a promotional theme for shoes: the wardrobes of shoes for women and men, both keyed to costumes, to other accessories.

Vogue suggests:

. . . *using the quotation, Vogue says:* "Colour: new shoe basis" as the theme for an entrance window. You might sketch black figures on background, with shoes as one-colour accent. Pick up the same colours with real merchandise at the front of the window.
. . . *the wardrobe idea* as a handle for displaying shoes and accessories for both men and women. You might plan a window showing a man and wife packing a trunk; group merchandise by time of day.

4 *To sell spring hats . . .*

Side-slanting is the news in hats: for the sailor, for the cartwheel—now worn with suits. Pages 138 and 139 show some of the best hat shapes for spring: enlargements of bonnets, bicornes, the skimmer; plus the good-and-continuing cloche, calot.

Vogue suggests:

. . . *showing* large, side-slanting hats with suits in window and floor displays. Use the card, *Vogue says:* "The big hat: news for spring".
. . . *in fashion shows* making a point of the good look of the big hat with spring costumes (N.B. if the hair is short, neat).

5 *To sell jewellery . . .*

"New jewellery—second nature" (pages 146 and 147) points up some of the most notable and promotable jewellery forms for spring: new shapes of fruits, flowers, shells. There is more news in pearls (pages 136 and 137): in their longer lengths, in ways to wear them.

Vogue suggests:

. . . *an advertisement* headlined, *Vogue says: "New jewellery . . . second nature."* Point up the fashion, gift-potential of nature-jewels.
. . . *including newsmaking jewellery* in all ready-to-wear displays
. . . *posting Vogue's page 146* in the jewellery and fashion departments, to suggest new ways to wear pearls.

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Summer Shoes: Delicate Footnotes

Silhouette The over-all look is delicate. Pumps continue; the newest are scooped-out shells. Many have strappy, décolleté vamps; perforations. Meshes are many. The delicate square-toe, square-throat shoe stays in. As does the soft-toed, soft-soled shoe that is as flexible as a fine leather glove. The unabashedly naked sandal grows in importance from noon 'til long after dark. Many ankle straps slide down the instep. The T-strap reappears. Some very good platforms settle down to a quarter-inch.

Colour Coloured shoes are certainly the impetus to the *extra* sale, and surely the means to end the "one-pump-to-wear-with-everything" school. The soft, supple, highly polished leathers that carry-over from spring look their prettiest in summer's uninhibited colours—the important reds: half-red, half-orange—the greens: mint or avocado—the continuing beiges. True, too, in the porcelain pastels—mauves, pinks, blues, yellows. Watch the all-white, all-important shoe in all leathers.

Heels *Heels* are news and the newest are delicate. Summer shoes are off the ground; from beach to ballroom. The delicate, little wedge heel, and the flat heel continue. As do square heels, shaped heels. The high heel rises. Growing in fashion importance and sales: the midway heel (14/8's).

Fabrics The fabric shoe has already proven its customer acceptance as well as fashion importance. Reported selling well for resort wear: Shantung and linen shoes in natural and costume-colours; polka dot patterns. More summer shoes are coming in true-colour silks, in prints (Shantung, silk, cotton), in tiny checks, plaids, eyelet embroideries, in straw and make-believe straw fabrics. Their colours: a planned part of your customer's costume colour, to match or to accent.

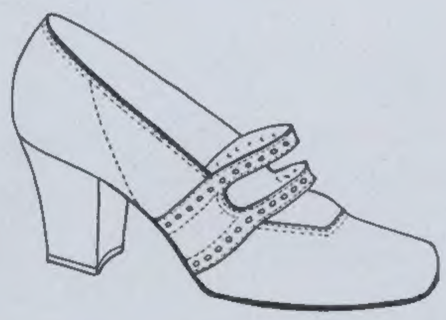
Casuals Casual shoes are a serious contender for sales honors in the low-to-medium price shoe field. Nearly all are more delicate, most have heels or wedge-heels. In this group the Mary Jane remains as a young note for summer cottons. And back again: buoyant, bouncy, crêpe rubber soles on strappy, light-weight play shoes.

FOOTNOTES TO SALES:

Sell shoes as you sell most fashion accessories . . . to give the time of day to a costume; as an "occasion" shoe. Merchandising costume-colour shoes can total impressive figures. Sell a customer two or three pairs of natural-colour fabric shoes at a time. Suggest your own shop or a local shoemaker to dye them to match or contrast with costume colours. Display them with ready-to-wear, with related accessories. And remember coordinated sales: suggest sandal foot and bare-leg stockings with naked sandal, shell pumps.

All-day shoe

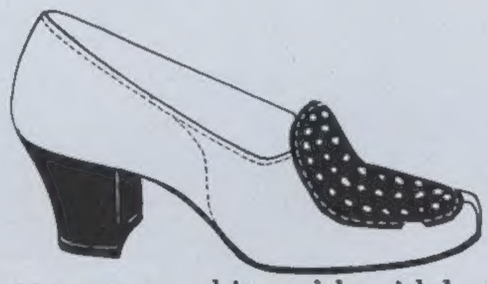
4. WALK-O-BOUT—green, navy, brown, others. Calf. Heel: 15/8. #Tess, $7.60 wholesale. Delivery: March



2. GRAYFLEX—natural and white linen, brown calf trim. Heel: 16/8. #Roney, $7.35 wholesale. Delivery: April

5. NATURAL BRIDGE—green/white, brown/white, buck-kid. Black calf. Heel: 17/8 box. #Miami, $5.70 wholesale. Delivery: April 15th

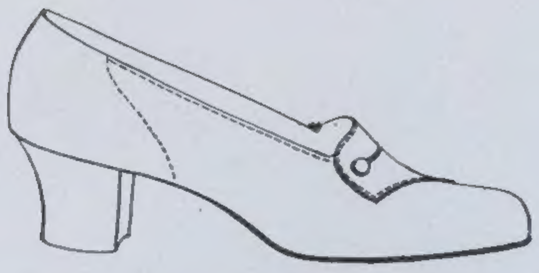
1. FOOT SAVER—beige linen, green calf trim. Heel: 16/8. #Troy, $10.00 wholesale. Delivery: eight weeks



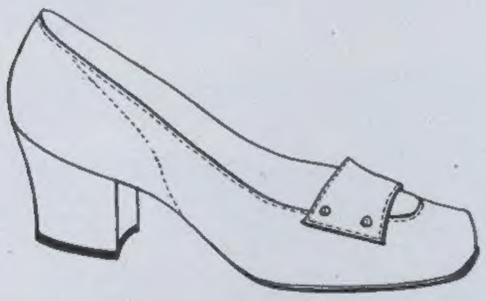
3. FOOT REST—white suède with brown calf. Heel: 14/8. #770 Dottie, $6.40 wholesale. Delivery: April 1st

ALL PRICES QUOTED ARE WHOLESALE

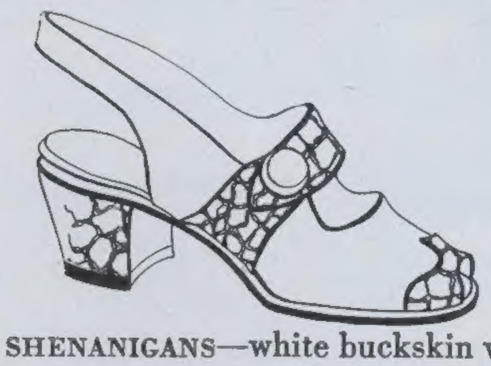
All-day shoe *(continued)*



6. HILL AND DALE—red, green, black, others. Calfskin. Heel: 13/8. #Belle Button, $8.75 wholesale. Delivery: immediate

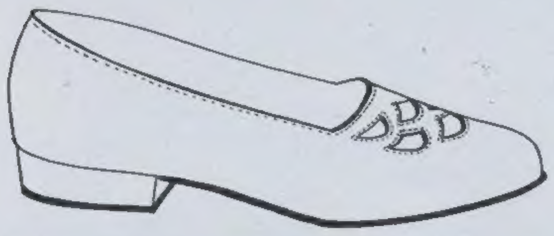


7. STYL-EEZ—brown, black, red calf. Heel: 14/8. #The Dale, $7.00 wholesale. Delivery: April 1st



8. SHENANIGANS—white buckskin with red, blue, toast alligator. Heel: 15/8. #Bonnie Button, $7.60 wholesale. Delivery: April

9. WALK-OVER—black, others. Calf. Heel: 18/8. #3-Valencia, $8.50 wholesale. Delivery: April

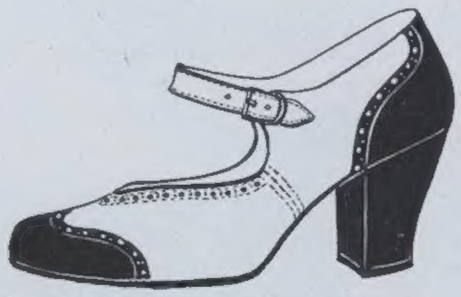


10. AVON SHOE COMPANY—white, red, green, bamboo unlined calf. Heel: flat. #Garland Softie, $8.00 wholesale. Delivery: March

ALL PRICES QUOTED ARE WHOLESALE

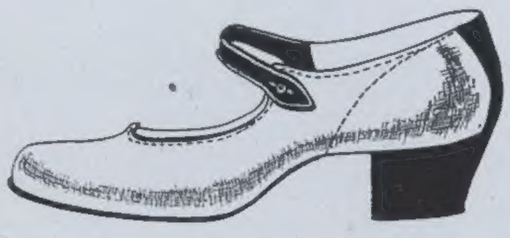
11. COLLEGEBRED—beige, black suède. Heel: platform wedge. #The Pixley, $9.80 wholesale. Delivery: 6-8 weeks

12. VALLEY SHOE—brown, red, green calf. Heel: 22/8. #Allspice 1964, $8.60 wholesale. Delivery: 6 weeks



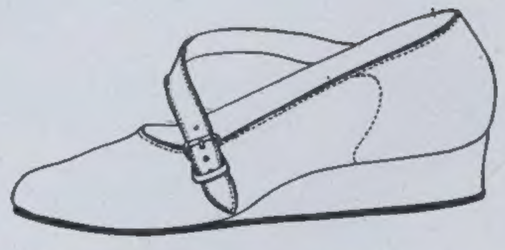
13. TREADEASY SHOES—white suède with blue calf. Solid calfskin or suède. Heel: 17/8 Cuban. #9005 "Ashley", $7.75 wholesale. Delivery: 4 weeks

14. RED (GOLD) CROSS—blue, white, tan, others. Calf. Heel: 13/8. Parfait Pump, $6.50 wholesale. Delivery: April



15. PARADISE—beige linen, brown calf heel and strap. Heel: 12/8. #Sportster, $6.90 wholesale. Delivery: 3-4 weeks

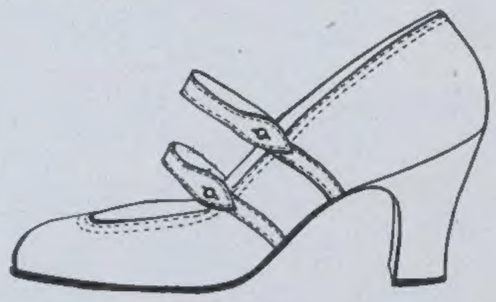
16. CASUAL CLASSICS—turf tan, green, red, blue calf. Heel: 14/8. #Roslyn 9S908, $8.25 wholesale. Delivery: March



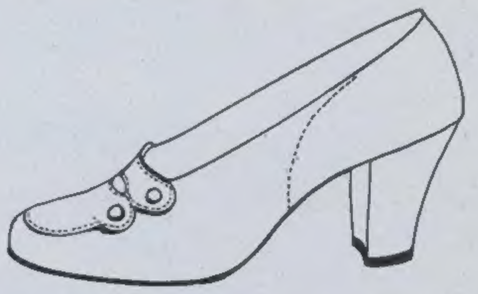
17. STETSON—green, navy, black unlined calf. Heel: 6/8 wedge. #Renie, $8.60 wholesale. Delivery: April

18. STYLE ARCH—white, brown, blue kidskin. Heel: 16/8. #Vixen, $4.25 wholesale. Delivery: April

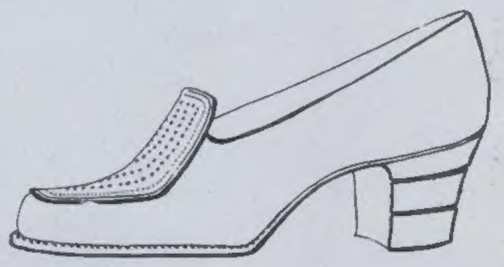
19. JOLÉNE—black, brown, others, in calf and suède; black patent. Heel: 8/8 wedge. #Jibby 190, $4.20 wholesale. Delivery: March



20. TWENTY-ONES—white, beige, red. Suède. Heel: 17/8 Louis. #Orient, $6.35 wholesale. Delivery: April/May

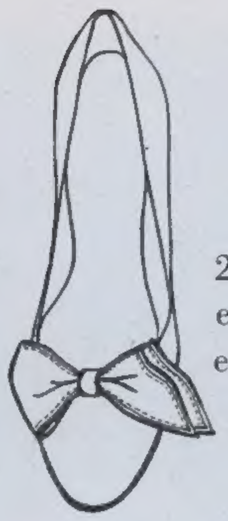


21. NATURALIZERS—white suède. Heel: 18/8. #Beatrice 4855, $6.35 wholesale. Delivery: April



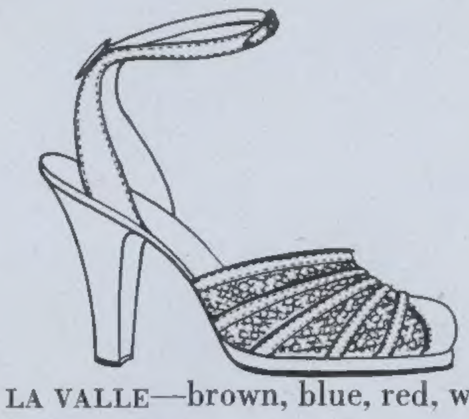
22. ENNA JETTICKS—russet softee calf. Heel: 14/8. #4259 The Rover, $5.15 wholesale. Delivery: immediate

After-five shoes



28. TWEEDIE FOOTWEAR—taupe, others. Suède. Heel: 19/8. #4866 Bowend, $7.80 wholesale. Delivery: March

23. LAIRD SCHOBER—navy/white, tan/natural linen with calf trim. Solid pastels. Heel: 23/8. #Vixen, $7.75 wholesale. Delivery: April 15th



29. LA VALLE—brown, blue, red, white kid/suède over cotton mesh. Heel: 25/8. #Meshita, $15.50 wholesale. Delivery: 5 weeks

24. TROYLINGS—natural, white, blue linen. Heel: 24/8. #Copley, $7.10 wholesale. Delivery: April/May

30. RICE-O'NEILL—black, blue, others. Suède. Heel: 23/8. #Balcony, $8.60 wholesale. Delivery: made-to-order

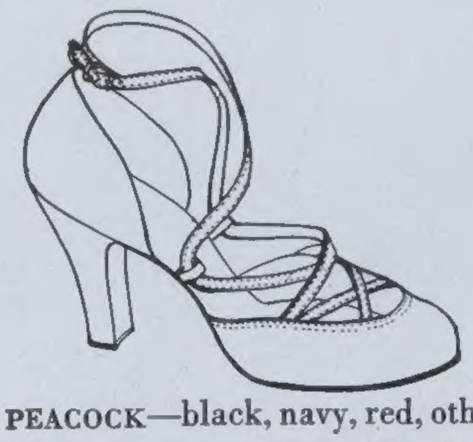
25. I. MILLER—"Windy weave," loosely woven straw textured yarn. Natural, white to be dyed. Heel: 22/8. #6239, $11.75 wholesale. Delivery: March

31. MARQUISE ORIGINAL—wheat, brown, blue, others. Linen with white calf trim. Heel: 22/8. #818A34, no wholesale quoted. Delivery: March

26. RHYTHM STEP—toast, green, red linen. Heel: 21/8. #S1474, $6.45 wholesale. Delivery: April

32. JOHANSEN—brown almond, navy suède. Heel: 24/8. #Madame Pompadour, $7.35 wholesale. Delivery: March

27. BAREFOOT ORIGINALS—white, navy, pastels. Nylon and suède. Heel: 21/8. #Fanchon, $7.50 wholesale. Delivery: 8 weeks

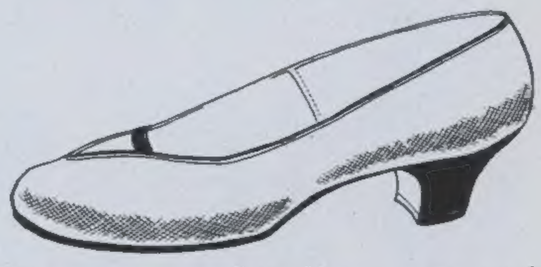


33. PEACOCK—black, navy, red, others. Calf, suède. Heel: 22/8. #La Belle, $10.00 suède, $10.30 calf. Delivery: immediate

34. EVINS—red, green calf, white polka dots. Heel: 22/8. #T747, $19.50 wholesale. Delivery: March

35. MADEMOISELLE—natural straw fabric with black patent trim. Heel: 18/8. #D157, $7.95 wholesale. Delivery: April/May

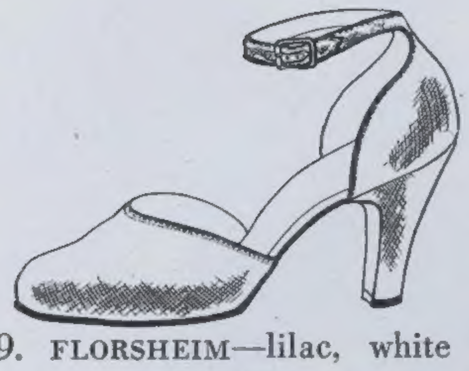
36. TONI DRAKE—navy, black, red calf. Heel: 21/8. #Terry, $6.25 wholesale. Delivery: April/May



37. CAPEZIO—white linen, patent trim. Heel: 11/8 Dresden. #469, $7.25 wholesale. Delivery: 4-6 weeks

38. QUEEN QUALITY—black, red, green, calf, black patent. Heel: 22/8. #La Tour sandal strap, $6.35 wholesale. Delivery: March

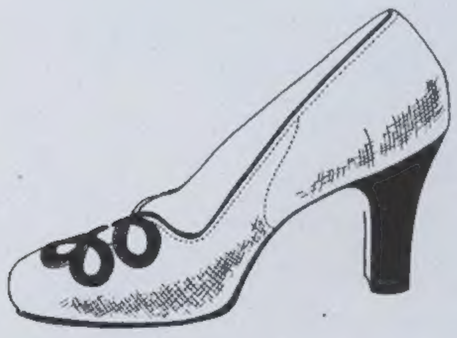
ALL PRICES QUOTED ARE WHOLESALE



39. FLORSHEIM—lilac, white linen. Heel: 18/8. #Dove 133C, $9.00 wholesale

42. DELMAN—white, avocado, black suède. Heel: 22/8. #Sextette, $20.50 wholesale. Delivery: 6 weeks

45. FRENCH MODERNS—tone-on-tone blue, green, copper. Suède. Heel: 17/8. #Wendy, $4.40 wholesale. Delivery: March/April



40. GLAMOUR SHOES—natural or white linen, calf heel, trim. Heel: 22/8. #Juliana, $5.90 wholesale. Delivery: May

43. ANDREW GELLER—blue, brown, turquoise silk Shantung. Heel: 23/8. #Parle, $10.50 wholesale. Delivery: May 1

47. DE LISO DEBS—multicoloured rayon crêpe print. Heel: 22/8. #Gaywhirl, $8.65 wholesale. Delivery: March 15th

46. PALTER DE LISO—white, yellow, navy kidskin. Heel: 23/8. #Teadril, $16.50 wholesale. Delivery: March

48. JULIANELLI—aqua and black print on white silk. Heel: 22/8. #Celeste, $13.50 wholesale. Delivery: April 1st

41. CUSTOMCRAFT ORIGINALS—white, natural, pink, navy linen. Heel: 23/8. #Pirauette, $14.00 wholesale. Delivery March/April

44. NEWTON ELKIN—red, white, natural, toast linen. Heel: 23/8. #Chiffon Sandal, $15.25 wholesale. Delivery: April

Casual shoes

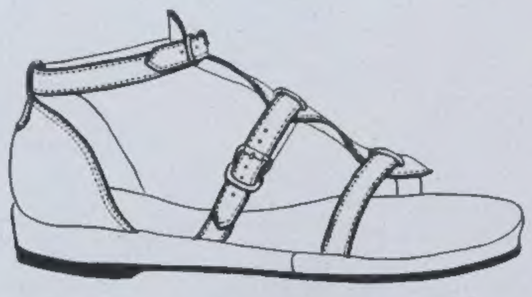
49. CALIFORNIA COBBLERS—yellow, grey, green, brown suède. Heel: 6/8. #8265 Infanta, $4.55 wholesale. Delivery: March

51. JOYCE—natural, white saddle leather. Heel: 1/2 wedge. #Goody-Two 5E855, $5.20 wholesale. Delivery: April

53. FORTUNET—sun-bronze, green elk, crêpe sole. Heel: 8/8 wedge. #Diana, $4.35 wholesale. Delivery: immediate

50. BRITISH WALKERS—red, beige, navy calf with black trim. Heel: 5/8 inside wedge. #T177-3891, $10.75 wholesale. Delivery: March

52. WELLCO—red, white, beige, elk-tanned cowhide. Heel: wedge. #Monica, $3.65 wholesale. Delivery: 4-6 weeks



54. TOWN & COUNTRY—orange, blue-on-blue kid. Heel: flat. #Olympic, $5.10 wholesale. Delivery: April

ALL PRICES QUOTED ARE WHOLESALE

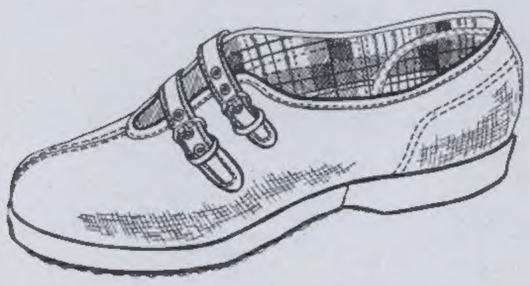
Casual shoes

(continued)

55. SANDLER OF BOSTON—brown, others. Elastic suède-cloth. Heel: wedge. #The Ropester 264-4M. $3.10 wholesale. Delivery: March

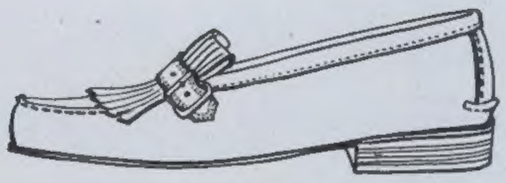
56. BRITISH BREVITTS—suède/calf trim. Beige, yellow, blue. Heel: walking. #Mirabelle, $9.50 landed cost. Delivery: 8 weeks

57. PENALJO—natural with brown, green trim. Reversed calf. Heel: wedge. #Paso, $5.95 wholesale. Delivery: March

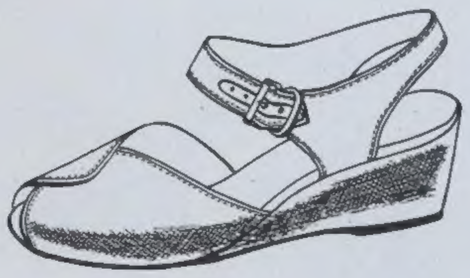


58. U. S. KEDETTES—blue, red, brown denim, plaid-lined. Crêpe sole. Heel: wedge. #WE690B, $2.90 wholesale. Delivery: April

59. ARNOLD AUTHENTICS—grey, others. Reversed calf, crepe rubber sole. #Longwood, $9.70 wholesale. Delivery: April

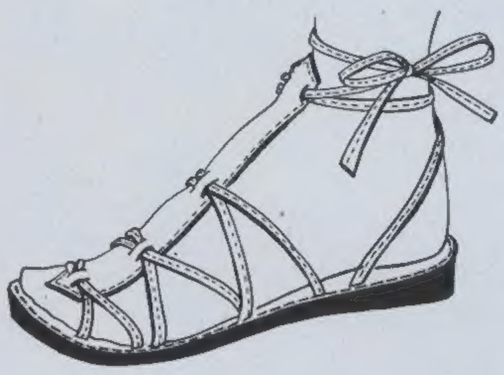


60. OLD MAINE TROTTERS—natural, red, brown, green kip calf. Heel: flat. #356, $8.95 wholesale. Delivery: immediate



61. J. G. MENIHAN—red, brown, multicoloured linen. Heel: 12/8 wedge. #Brigadier 6965, $7.50 wholesale. Delivery: April

62. FOOT DELIGHT—multi-colour kidskin. Heel: 8/8 wedge. #Bonnie, $7.75 wholesale. Delivery: March



63. CATHY CUPIDS—black pseudosuede; red, green, yellow pseudoleather. Others. Heel: flat. #Snafu, $2.00 wholesale. Delivery: March

65. PLAYFUL SHOES—white, red, others. Kip-side, Neoprene crêpe sole. Heel: flat. #Cindy, $2.85-$3.50 wholesale. Delivery: 30 days

64. SWAN—kidskin slippers in case. Black, brown, others. #Footgluvs, $3.55 wholesale. Delivery: immediate

ALL PRICES QUOTED ARE WHOLESALE

RESOURCE ADDRESSES

1. FOOT SAVER (JULIAN & KOKENGE CO.) *280 S. Front St., Columbus 15, Ohio*
2. GRAYFLEX (GRAY BROS. SHOES, INC.) *Syracuse, N. Y.*
3. FOOT REST (KRIPPENDORF DITTMAN CO.) *317 E. 7th St., Cinn., Ohio*
4. WALK-O-BOUT (IRVING DREW SHOE CORP.) *Lancaster, Ohio*
5. NATURAL BRIDGE (NATURAL BRIDGE SHOEMAKERS) *Lynchburg, Va.*
6. HILL AND DALE (DIXON BARTLETT) *2413 Eastern Ave., Baltimore, Md.*
7. STYL-EEZ (SELBY SHOE CO.) *Portsmouth, Ohio*
8. SHENANIGANS (SHENANIGANS, INC.) *47 W. 34th St., N. Y. C.*
9. WALK-OVER (GEO. E. KEITH CO.) *Campello, Mass.*
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11. COLLEGEBRED (E. P. REED & CO.) *Rochester, N. Y.*
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13. TREADEASY SHOES (P. W. MINOR & SON, INC.) *Batavia, N. Y.*
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15. PARADISE (BRAUER BROS. SHOE CO.) *22 S. Sarah St., St. Louis, Mo.*
16. CASUAL CLASSICS (MARSHALL, MEADOWS, & STEWART, INC.) *Auburn, N. Y.*
17. STETSON (THE STETSON SHOE CO.) *541 Main St., S. Weymouth 90, Mass.*
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19. JOLÈNE (TOBER-SAIFER SHOE MFG. CO.) *1204-06 Washington Ave., St. Louis 3, Mo.*
20. TWENTY-ONES (GENERAL SHOE CORP., BARRETT DIV.) *Nashville 3, Tenn.*
21. NATURALIZERS (BROWN SHOE CO.) *St. Louis, Mo.*
22. ENNA JETTICKS (DUNN & MCCARTHY, INC.) *41 Washington, Auburn, N. Y.*
23. LAIRD SCHOBER (LAIRD SCHOBER & CO.) *47 W. 34th St., N. Y. C.*
24. TROYLINGS (LOWNS SHOES, INC.) *Auburn, Maine*
25. I. MILLER (I. MILLER & SONS, INC.) *43-10 23rd St., L. I. C., N. Y.*
26. RHYTHM STEP (JOHNSON, STEPHENS & SHINKLE SHOE CO.) *3642 Laclede Ave., St. Louis, Mo.*
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28. TWEEDIE FOOTWEAR (TWEEDIE FOOTWEAR CORP.) *Jefferson City, Mo.*
29. LA VALLE, INC., *632 Broadway, N. Y. C.*
30. RICE-O'NEILL (RICE-O'NEILL SHOE CO.) *1900 Washington Ave., St. Louis, Mo.*
31. MARQUISE ORIGINALS (WOHL SHOE CO.) *1601 Washington Ave., St. Louis, Mo.*
32. JOHANSEN (JOHANSEN BROS. SHOE CO.) *3642 Laclede Ave., St. Louis, Mo.*
33. PEACOCK (BOYD-WELSH, INC.) *Cook & Newstead Aves., St. Louis, Mo.*
34. EVINS (EVINS, INC.) *151 W. 26th St., N. Y. C.*

demi-shoes

Extra copies of this Trade Edition are available at $1.00 for fifty, $2.00 for one hundred. Order them from: Vogue Merchandising Service, 420 Lexington Avenue, New York 17.

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35. MADEMOISELLE (CARLISLE SHOE CO.) *350 5th Ave., N. Y. C.*
36. TONI DRAKE (MELORI SHOE CORP.) *60 Fulda St., Boston 19, Mass.*
37. CAPEZIO (CAPEZIO INC.) *1612 Broadway, N. Y. C.*
38. QUEEN QUALITY SHOE CO. (DIVISION OF INTERNATIONAL SHOE CO.) *1501 Washington Ave., St. Louis, Mo.*
39. FLORSHEIM (THE FLORSHEIM SHOE CO.) *Chicago 6, Ill.*
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44. NEWTON ELKIN (NEWTON ELKIN SHOE CO.) *Phila. 34, Pa.*
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52. WELLCO (WELLCO SHOE CORP.) *Waynesville, N. C.*
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54. TOWN & COUNTRY (TOWN & COUNTRY SHOES, INC.) *350 5th Ave., N. Y. C.*
55. SANDLER (SANDLER CO. OF BOSTON) *15-33 Rusfield St., Boston, Mass.*
56. BRITISH BREVITTS (BREVITT SHOES LTD.) *47 W. 34th St., N. Y. C.*
57. PENALJO (HAMILTON SHOE CO.) *2107 Lucas Ave., St. Louis, Mo.*
58. U. S. KEDETTES (U. S. RUBBER CO.) *1230 6th Ave., N. Y. C.*
59. ARNOLD AUTHENTICS (M. N. ARNOLD SHOE CO.) *541 Main St., S. Weymouth, Mass.*
60. OLD MAINE TROTTERS (OLD TOWN SHOE CO.) *Old Town, Maine*
61. J. G. MENIHAN (J. G. MENIHAN CORP.) *739 Clinton Ave., Rochester, N. Y.*
62. FOOT DELIGHT (FOOT DELIGHT SHOE CO., INC.) *105 Rantoul St., Beverly, Mass.*
63. CATHY CUPIDS (THE NEVELK CO.) *Hallowell, Maine*
64. SWAN (SWAN SHOE CO., INC.) *2100 Aiken St., Baltimore 18, Md.*
65. PLAYFUL SHOES (WEBER SHOE CO.) *3419 Rutger St., St. Louis, Mo.*

As we go to press

ITALIAN EXHIBIT: handwoven fabrics by Italian designer Fede Cheti (see Vogue's Italian Address Book, February 15 Trade Edition) are being shown in Filene's House of Italian Handicraft exhibit in Boston during the week of February 27th. On display: Italian handicrafts and more fabrics, all with designer-designation. Promotion: windows, elevator and interior decorations, advertisements, direct mail and spot radio announcements. Merchandise will be on sale in Filene's gift shop and balcony gift shop.

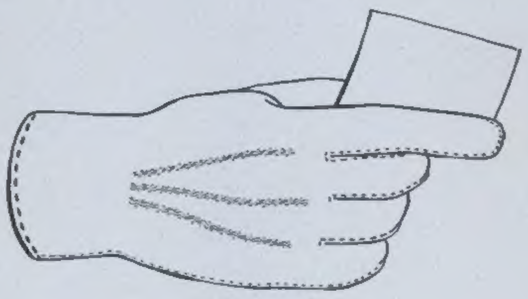
PLEASE NOTE! This Trade Edition of Vogue is available only to retailers and manufacturers of women's ready-to-wear and accessories. It is not sold on newsstands. Prices quoted are wholesale and intended only for retailers.

Glove Collections

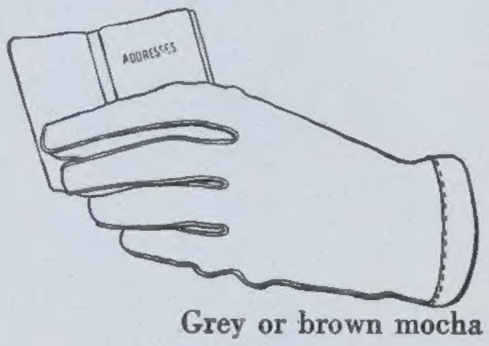
SELL MORE MEN'S GLOVES

Proven point: women buy most men's gloves. Why not sell them men's gloves as you sell them their own . . . via the glove collection idea? Sell them with the fashion handle: the right glove for the right occasion. And *always* show men's clothing figures wearing gloves—in advertisements, displays.

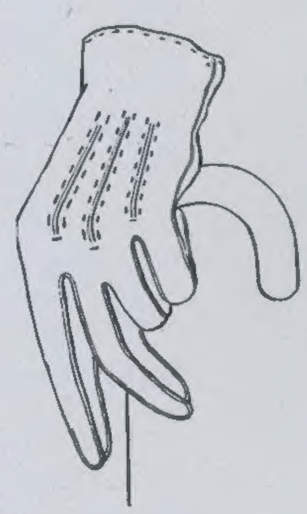
THE DRESS GLOVE:
Double woven cotton; chamois, smoke, 7½-10½, #135,
$22.50 dozen wholesale
Delivery: immediate
HANSEN GLOVE CORP.
500 Fifth Avenue



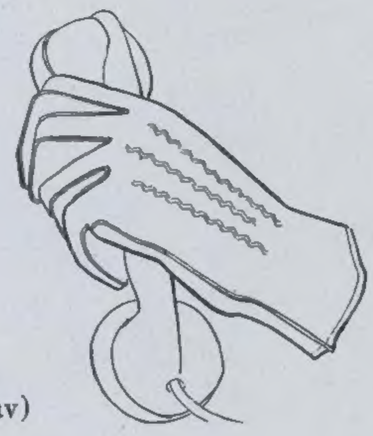
Buttoned handsewn chamois
7½-10½, #2141,
$45.00 dozen wholesale
Delivery: immediate
FOWNES BROS. & CO.
411 Fifth Avenue



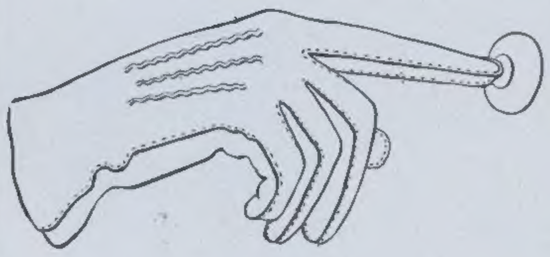
Grey or brown mocha
7½-10½, #121,
$84.00 dozen wholesale
Delivery: autumn
SUPERB GLOVE CO.
240 Madison Avenue



THE TOWN GLOVE:
Right—Grey Blackhead mocha
7½-10½, #35,
$66.00 dozen wholesale
Delivery: early autumn
WILKINS GLOVES, INC.
Mayfield, New York

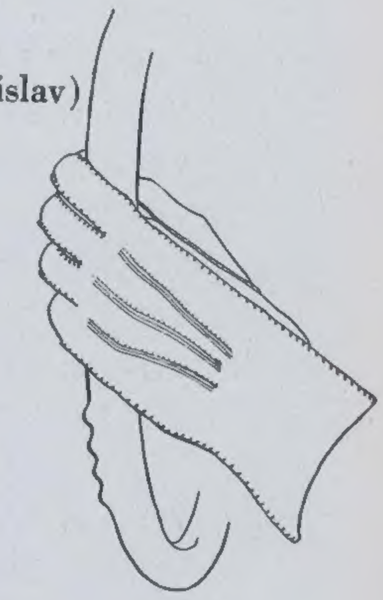


Right—Grey suede
8-10½, #1926,
$22.50 dozen wholesale
Delivery: immediate
EISENDRATH GLOVE CO.
173 West Madison Street,
Chicago, Illinois

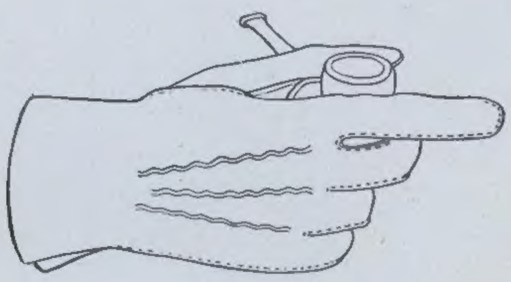


Left—
Hand-sewn capeskin (Boxlav)
Golden tobacco, London tan
7½-10, #890,
$65.00 dozen wholesale
Delivery: autumn
NORMAN BLUM CO., INC. (Kislav)
437 Fifth Avenue

THE CASUAL GLOVE:
Below—Hand-sewn Peccary pigskin
Cork, oatmeal
7½-11½, #1302,
$60.00 dozen wholesale
Delivery: autumn
ALEXETTE GLOVE CORP.
244 Madison Avenue



THE DRIVING GLOVE:
Right—Suede back, deerskin palm slipon;
navy, beige, brown, grey
7-10½, #9332,
$36.00 dozen wholesale
Delivery: autumn
BACMO-POSTMAN CORP.
244 Madison Avenue



Right—wool-lined natural deerskin slipon
8-10½, #80,
$72.00 dozen wholesale
Delivery: autumn
IRELAND BROS.
40 West 34th Street

To sell Fashion, quote

VOGUE

USE THESE QUOTATIONS in your advertising and/or on your own window or departmental cards.

YOUR RELEASE DATE: March 3rd East and West of the Mississippi

. . . to sell spring fashion

VOGUE SAYS: "Spring flare: above-the-waistline jacket"
VOGUE SAYS: "Late-day fashion: brief, flaring jacket"
VOGUE SAYS: "For spring: wide-flaring short coat"
VOGUE SAYS: "New flare-up: pussy cat bow"
VOGUE SAYS: "Wear a flaring bow at your neck"
VOGUE SAYS: "Spring flare: winged collar"
VOGUE SAYS: "Spring dress: fitting, flaring"
VOGUE SAYS: "This spring, dress with a flare"
VOGUE SAYS: "New idea: better-half-of-the-day dress"
VOGUE SAYS: "New idea: dress for one-till-five"
VOGUE SAYS: "Shirtwaist dress: dotted for spring"
VOGUE SAYS: "Unformal dress: stiff fabric"
VOGUE SAYS: "Shirtwaist dress for the best part of the day"
VOGUE SAYS: "Taffeta dress: for any summer day"
VOGUE SAYS: "This-spring fashion: strict wool street dress"
VOGUE SAYS: "Checked coat-dress: neat as a pin"
VOGUE SAYS: "Men's-wear suit: soft details"
VOGUE SAYS: "Pretty young suit: men's material"
VOGUE SAYS: "Full-grown coat: pale tweed"
VOGUE SAYS: "Free-swinging travel coat: beige tweed"
VOGUE SAYS: "Evening drama: black with white"
VOGUE SAYS: "This spring: the shirt and skirt look"
VOGUE SAYS: "Spring news: white fur"

. . . to sell accessories

VOGUE SAYS: "Season navy with subtle shades"
VOGUE SAYS: "Wear sweet-butter gloves with navy"
VOGUE SAYS: "Glove news: dotted suède"
VOGUE SAYS: "Good companions: silk scarfs"
VOGUE SAYS: "Wear a scarf of tawny silk"
VOGUE SAYS: "Spring scarf: all silk and a yard wide"
VOGUE SAYS: "Spring scarf: polka dots"
VOGUE SAYS: "Pigskin bag: round and roomy"
VOGUE SAYS: "Spring satchel: pale calf"
VOGUE SAYS: "Have a big suède bag for a change of pace"
VOGUE SAYS: "New belt: a thread of suède"
VOGUE SAYS: "New jewel-theme: flower forms"
VOGUE SAYS: "Scatter pins by the handful"
VOGUE SAYS: "There's a new twist to pearls"
VOGUE SAYS: "Spring fashion takes a portion of pearls"
VOGUE SAYS: "Dangle a disk at your wrist"

. . . to sell hats

VOGUE SAYS: "This spring: a hat with a flare"
VOGUE SAYS: "New hat: side-swept"
VOGUE SAYS: "Hat news: the tilted sailor"
VOGUE SAYS: "Try a clinging little hat"
VOGUE SAYS: "High-curved hat: pale straw"
VOGUE SAYS: "Straw hat: close and narrow"
VOGUE SAYS: "Wear a sweep of grey straw"
VOGUE SAYS: "Fashion point: white felt hat"
VOGUE SAYS: "A white hat spikes a dark costume"

. . . to sell shoes

VOGUE SAYS: "The coloured shoe is good this spring"
VOGUE SAYS: "*The* spring shoe: navy calf"
VOGUE SAYS: "White linen for your first summer shoe"
VOGUE SAYS: "Suède shoe: strap-wrapped"
VOGUE SAYS: "T-strap: note for spring"
VOGUE SAYS: "Shoe news: multiple straps"
VOGUE SAYS: "Square-toed shoes are news for spring"
VOGUE SAYS: "Shoe décor: cut-steel points"
VOGUE SAYS: "Welcome shoe: delicate heel, sensible height"

These new "VOGUE SAYS" cards may be ordered without charge on 16" x 20" unmounted display sheets. Check the number wanted and mail this coupon (3/1).

VOGUE SAYS: "THERE'S A FLARE TO SPRING FASHION" ☐
VOGUE SAYS: "LADIES' CHOICE: MEN'S MATERIALS" ☐
VOGUE SAYS: "ADD PALE NOTES TO NAVY BLUE" ☐
VOGUE SAYS: "GLOVES FOR SPRING: PALE LEATHER" ☐
VOGUE SAYS: "NAVY BAG: SPRING TRADITION" ☐
VOGUE SAYS: "NEW JEWELLERY . . . SECOND NATURE" ☐
VOGUE SAYS: "COLOUR: NEW SHOE BASIS" ☐
VOGUE SAYS: "THE BIG HAT: NEWS FOR SPRING" ☐

Name_____

Store Name_____

Address_____

Vogue Merchandising Service
420 Lexington Avenue, New York 17, New York

RICHARD AVEDON

Original Designs from the made-to-order hat collection at

Brass-buttoned blue coat...**Nettie Rosenstein's** pencil slim, half-belted straight news story

Blue pencil...underscoring new slimness, new narrow wool dress

BONWIT TELLER

New York Boston
White Plains
Palm Beach

A suit of original design . . . pert as it is practical. And underneath it all,
the choice of foremost American designers . . . a Conmar Zipper
. . . so constructed that its zip-action is smooth, instantaneous. Conmar Zippers
"can't stick . . . can't jam . . . *guaranteed* flawless!"

Conmar®
zippers
Newark, N. J.

Vogue
March 1, 1949

VOGUE incorporating Vanity Fair is published semi-monthly except for the months of January, June, July and December, when it is published monthly by The Condé Nast Publications Inc., Boston Post Road, Greenwich, Connecticut. Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879. Subscriptions $7.50 a year in U. S. A.

Vol. 113, No. 4
Whole No. 1824

George Platt Lynes

Young-Timers hop on the Spring band wagon in an exclusive

Bendel Original Suit that's pert as it is practical.

Of wool rep . . . navy, black, beige . . . small white pique "plus collar"

. . . sizes 10 to 16, $89.95.

Young-Timers
Fourth Floor
Henri Bendel
10 WEST 57
NEW YORK 19 NY

Town spring...daytime. The newness is the soft use of Forstmann's grey or brown menswear chalked with white faille, 195.00. By Jo Copeland of Pattullo. Designer Collections.

SAKS FIFTH AVENUE

NEW YORK • CHICAGO • BEVERLY HILLS • DETROIT

Town spring...dusk. Beautiful example of this season's fabulous coat dress. Pure silk taffeta tucked in checks. Grey, navy, black, 125.00. By Adele Simpson. Designer Collections Exclusive.

SAKS FIFTH AVENUE

NEW YORK • CHICAGO • BEVERLY HILLS • DETROIT • MIAMI BEACH • PALM BEACH

TO GRACE THE AMERICAN SCENE

Suit dress of quiet elegance in a rayon and worsted alpaca of rare beauty with unusual surface interest and rich lustre. Beige, grey, rose shadow. About $80.00. At fine stores everywhere. In New York at B. ALTMAN & CO.

LARRY ALDRICH
NEW YORK

Every shade of red under the sun!

Revlon's

newest pinks, golden reds, clear reds for day...
deepest reds for night...in nail enamel and lipstick

Reds for every hour...every occasion...every costume...for the smartest matching lips and fingertips in all the world!

Wear! Nothing equals Lastron, Revlon's ever-improved nail enamel in the fabulous plumed bottle. Nothing equals "All-Plus" Lipstick and exclusive "Lip-Fashion" in the slim golden case.

PHOTO: RAWLINGS. MAKE-UP: DEL RUSSO OF REVLON. COSTUME: DIOR. JEWELS: MILTON SCHEPPS. ©1949 REVLON PRODUCTS CORP.

Smart hands always look smarter with Revlon!

Diminutives® Two-piece dress in Primrow, a crisp faille woven by Stehli. The lowered décolletage and tiny waist are distinctly French in feeling... an inspired silhouette for the miss of 5'5" or less. Navy and white, grey and white, brown and white, black and white. Diminutive sizes 10-16. 59.95.

WOODWARD & LOTHROP WASHINGTON

Also available at Harold's, Minneapolis; The Montaldo Shops; and Lindner Coy, Cleveland.

Diminutives® Dress and bolero in a pure silk filigree print by Stehli. Created to fit the typical American figure of 5′5″ or under. The contrasting grosgrain midriff belt minimizes a pretty waist. Cocoa and black, navy and white, grey and white, turquoise and black. Diminutive sizes 10-16. 69.95.

Also available at Lindner Coy, Cleveland; Woodward & Lothrop, Washington; and Harold's, Minneapolis.

MONTALDO'S

Denver • Colorado Springs • Bartlesville, Okla. • Columbus, Ohio • St. Louis Richmond, Va. • Charlotte, Winston-Salem and Greensboro, N. C.

Bird-Speakman Inc.
Wilmington, Del.

Doop's
East Orange, N. J.

Diminutives® Dress of Empire inspiration with lines that elongate the figure of 5'5" or under. Masterpiece—lovely Enka Rayon Sheer woven by Stehli. Taffeta stiffens the wing drape and embraces the waist. Navy or black. Diminutive sizes 10-16. 49.95.

Also available at Woodward & Lothrop, Washington; Harold's, Minneapolis; and The Montaldo Shops.

THE LINDNER COY

CLEVELAND

Diminutives® Printemps . . . a willow-slim silhouette—softened by flattering draping, and particularly lovely on the miss of 5′5″ or less. Stylized leaf print woven by Stehli of Enka Rayon. White and navy, white and black, white and brown, navy and white, black and white. Diminutive sizes 10-20. 49.95.

Also available at The Montaldo Shops; Lindner Coy, Cleveland; and Woodward & Lothrop, Washington.

Harold
INCORPORATED
Minneapolis

*Reg. U. S. Pat. Off.

Complete advertisement
Copyrighted 1949, Heavenly* Silk Lingerie, Inc.

HUTZLER'S romantic portrait dress by Maurice Rentner . . . black silk taffeta with rose-decked camisole, skirt that flaunts its fullness side and back. Ours alone in Baltimore.

1805 . . . The Empress Josephine's diamond Tiara, gift of Napoleon I.
(owned by Van Cleef & Arpels)

1949 . . . Our own fabulous diamond necklace and earring creations.

VAN CLEEF & ARPELS

World famous French designers and manufacturers of precious jewelry

744 FIFTH AVENUE, NEW YORK • PARIS • LONDON • PALM BEACH

©1949 Pat. Pend.

jay Thorpe
24 WEST 57

PHOTOGRAPH BY MILTON GREENE

Jay Thorpe Original

French Empire inspiration in navy silk taffeta . . . to rustle romantically
through Spring. From our collection of distinguished silhouettes for the coming season in limited editions.

Third Floor

Lilli Ann of san francisco

does this perfect coat for a tall girl ...a sophisticated deal shaped with great art and brilliantly manipulated to give a slim waist and an important back. It comes in fine quality 100% virgin wool sheen gabardine in all the spring colors, including navy, beige, grey and black...sizes 8 to 18 ...about eighty-nine dollars... at Lansburgh & Bro., Washington ...and leading stores everywhere.

"of san francisco" ...city of sophisticates and superlatives...of longest bridges and suddenest hills, and fairest flowers and smartest women.

HURRELL PHOTOGRAPH—JOHN-FREDERICS HAT

FOR NAME OF STORE NEAREST TO YOU, WRITE LILLI ANN, 973 MARKET STREET, SAN FRANCISCO

in the city of Washington

WOODWARD & LOTHROP

for prophetic fashions

Significant now, the sculptured cocktail dress by Howard Greer... new sophistication in its tiered drape and the allure of black net in a superb décolletage.

the BROADWAY
Southern California
LOS ANGELES
HOLLYWOOD
PASADENA
CRENSHAW

ANNA MILLER does a winged and wonderful dress in silk shantung. $165. JEWELS BY TRIFARI

Hal Reiff

Nettie Rosenstein's pure silk shantung of sunshine and shadow beige...more eloquent with Rosenstein accessories. Mme. Pauline hats.

Frost Bros.

San Antonio

SPRING-BLOOMING POLKA DOTS AS NEW AS TOMORROW, AS BELOVED AS YESTERDAY. THESE SPRING POLKA DOTS SET THE SCENE FOR ALL THE LIGHT-HEARTED MONTHS TO COME. THE DRESS, RICH RAYON CREPE, WITH A PETAL-SOFT CONVERTIBLE COLLAR, A WISP OF WAIST, CIRCLES OF CORDING ON THE SKIRT AND A SPATTER OF WHITE DOTS ON BLUE, GREY, NAVY, OR COCOA. SIZES 10 TO 18. **$14.95**. FOR NAME OF NEAREST L'AIGLON STORE IN YOUR CITY, WRITE L'AIGLON APPAREL, INC. 1350 BROADWAY, NEW YORK 18, N. Y.

L'AIGLON

Milliken moves into Spring with a fluid, soft-draping duvetyn that captures the mood of the silhouette: the curve of a collar, the gentle flare of a skirt, the talented touch of a famous designer. Milliken fine worsteds and woolens (100% virgin wool) in dramatic colors—can be the expression of your own fashion taste. Ask for Milliken in the clothes you buy, the fabrics you sew.
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Boy Blue

gets the eye.
Naturally, with blue . . .
news-making, with other colors . . .
the busiest shoe in
your wardrobe for now-and-on.

Boy Blue looks new
with beige-to-brown Spring wools
suit-pump, piped in white

with pastel and bright linens,
our Boy Blue petal pump
with shapely mid-heel

and with silk prints
and airy cottons,
our sandal
in Boy Blue

Rhythm Step

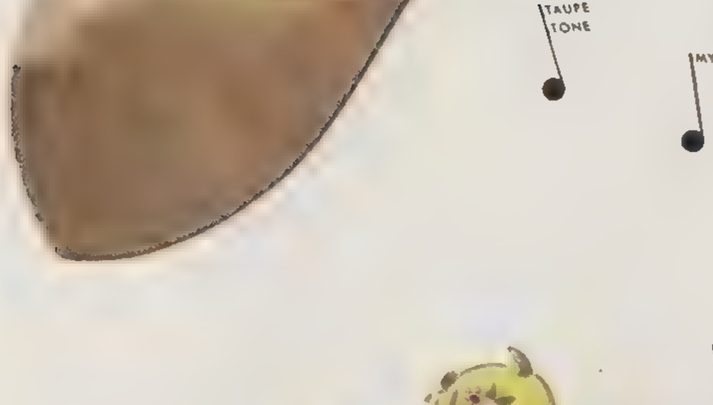
MORE than just beautiful shoes

three invisible rhythm treads cushion every step

JOHNSON, STEPHENS & SHINKLE SHOE CO., St. Louis

Berkshire's *New Stocking Fashions*

Gown by Nettie Rosenstein for Filene's, Boston



TAUPE TONE

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SOFT ACCENT

featuring ***Color Harmonics***

Delicate taupes, beiges, mauves, and greys . . . cued to the color of a shoe, a wisp of veil, a glove, a hat, a fluff of feather. That's Color Harmonics . . . Berkshire's wonderful new way to make beautiful costume color harmony with longer lasting, sheer, clear Berkshire Nylons and Nylace Kantruns. The stocking color illustrated is Berkshire's Soft Accent. $1.35 to $1.95.

sheer *sheer* Berkshire *Stockings*

Nylace Reg. U. S. Pat. Off. *For the loveliest legs in the world . . . by the world's largest manufacturers of full-fashioned stockings.*

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Jacquard shantung: *new...*
dotted with lustre...frankly luxurious in every respect but price!
And for further richness—glint of gilt, and a lavish collar. In rayon, sizes 9 to 17;
10 to 18. **$17.95.** *At fine stores everywhere, or write R & K Dress Corp., Dept. 3V, 1400 Broadway, N.Y.C.*

FASHIONED IN *Pacific-Sheen*

SUIT BY RICH MARK

LOOK TO THE *fabric* FIRST

Pacific
Craft Fabric
100% VIRGIN WOOL

Send for the name of the nearest store featuring this garment

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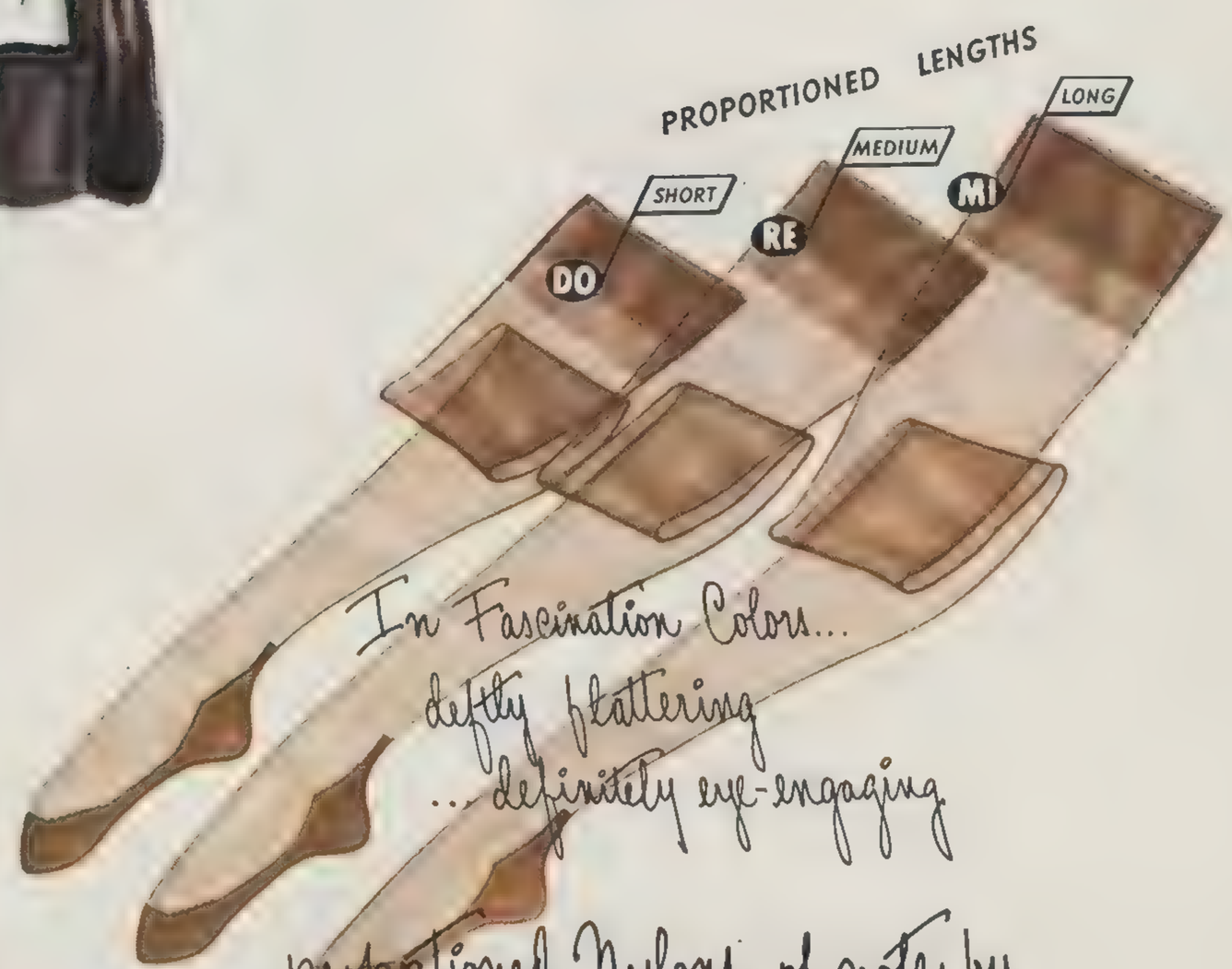
FREE BOOKLET: "Alphabet of Wool Fabrics"

Drop a card to PACIFIC MILLS, WORSTED DIVISION, DEPT. V3, 261 FIFTH AVENUE, NEW YORK 16

HATS AND ACCESSORIES: LILLY DACHÉ—PHOTOGRAPH: JOHN RAWLINGS

a division of The Printz-Biederman Company, Cleveland & New York

All MALE eyes follow you in Nylons of Note by Holeproof



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deftly flattering
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proportioned Nylons of note by

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In Canada: London, Ontario

Women's Proportioned Stockings
World Famous Men's Socks
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BEGUILE, flattering taupe • CHARMER, warm grey • WITCHERY, iridescent brown • ENCHANT, rich copper • COQUETTE, sun-warm beige • ALLURE, french nude

The corner of Brook Street and Davies Street—in London's fashionable West End

BY APPOINTMENT
PERFUMERS TO
H. M. QUEEN MARY.
YARDLEY, LONDON

The lovely air of "Bond Street"...

The charms of London, seen in the fashionable West End, felt in the pomp and pageantry of royal traditions, are echoed in gay and lovely "Bond Street" Perfume—worn wherever women of grace and beauty gather.

"Bond Street" Perfume, $2.50 to $15. Toilet Water, $1.65 and $2.75. Sachet, $1.50. Dusting Powder, $1.65. Talc, $1.25. Plus tax.

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Yardley products for America are created in England and finished in the U. S. A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N. Y. C.

DOROTHY STICKNEY,
STAR OF "LIFE WITH MOTHER,"
SELECTS THIS

Swansdown Cygnet

ESPECIALLY
CREATED FOR THE
SMALLER WOMAN

A Swansdown Cygnet suit destined for stardom . . . worn by star Dorothy Stickney of "Life With Mother." In pure worsted sharkskin—and like all Cygnets, it's tailored to fit and flatter the woman 5'5" or under. In Cygnet sizes 10 to 18. About $59. At one leading store in your city. The House of Swansdown, 500 Seventh Ave., New York 18, N.Y. Morris W. Haft & Brothers, Inc.

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look
has a new
French Accent
MY BEAU . . . romantic rendezvous
with Spring in a Roger Faré Creation.
Nuplex Suede Cotton.

Hattie Carnegie
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for the fastidious woman who also values true economy, this princess slip, as practical as it is beautiful in fabulous nylon tricot with nylon lace. In Dawn Pink, Heaven Blue, Star White, Midnight Black.

Sizes 32-42. $8.95

Matching panties, ingeniously cut for perfect fit. $3.95

From a notable collection of Vanity Fair Under-Fashions of nylon tricot.

Vanity Fair

VANITY FAIR MILLS INC., MAKERS OF VANITY FAIR LINGERIE, EXTACEE LINGERIE—FOR THE PETITE FIGURE, KNEELAST STOCKINGS

10 EAST 40th STREET, NEW YORK CITY

Maurice Rentner directs a three-part Spring ensemble in Ducharne's black pure wool... a brief-jacketed composition, charmingly French accented in smooth jet braid. Now making an exclusive Pittsburgh appearance at the vast, incredibly versatile institution... the unique "city of shopping" that is Kaufmann's.

if it's out of this world it's here!

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mark of the woman of fashion—

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Foot Delight ★ SHOES

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IN NEW YORK . . . AT B. ALTMAN & CO.

Jelleff's
WASHINGTON 4, D. C.
Paul Parnes recommends for cocktails: a curving cutaway
jacket a blaze of rhinestones and one improbable pocket, a skirt slim and tapered as a sharpened pencil. In black or navy
rayon bengaline. Sizes 10 to 20. $85.00. White flower hat by Milgrim, $39.50. Mail orders accepted.

Hat by Florence Reichman

Anna Miller's interpretation
of the empire silhouette . . .
in Ben Mann's Alpaman

First luxurious complexion treatment for hands and body...

New Aquamarine Lotion by

Revlon

a miraculous blend of balms scented with costly imported perfumes

You've dreamed of it! A rich creamy lotion that smooths you silken-soft from head to toe. And now you have it... Revlon's delicate blue Aquamarine, soft as the touch of a cloud, scented with imported costly perfume! Never before a lotion with such a magic touch... such a genius for fondling every blessed inch of you! 1.00 plus tax

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DRESS: BEN GAM PHOTO. RAWLINGS MAKE-UP BY DEL RUSSO OF REVLON ©1949 REVLON PRODUCTS CORP.

Hat by Eve Tartar

Swing into Spring . . . with a free-and-easy elegance . . . so flatteringly *yours* in the fabric perfection of these Wonderful Worumbo Woolens!

She wears a flared and fluid original for spring by LO BALBO, of Worumbo's wonder-soft, colorful "Volaise" tweed. *His* topcoat is of Worumbo's superbly draping, glen plaid "Luxuré", fashioned by EAGLE CLOTHES. You'll find these coats at the finest retail stores . . . or write for address of the one to serve you.

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Fabric Perfection Since 1865

Fifty-one Madison Avenue, New York 10, N. Y.

S. Stein & Co., Inc., New York, exclusive distributors of Worumbo fabrics to custom tailors.

WRIST CHARMERS *by Coro*

Tagline for spring . . . the fabulously jeweled disc bracelet that has taken to the wrists of America's best dressed women.

Coro JEWELRY®

About $8 each, plus tax. At all leading stores, or write Coro, Inc., New York 1.

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woolens
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gentles
a strict
suit
with a
tender collar,
curving
pockets . . .
and
the
very
nature of
pale-on-pale
broidered
herringbone —
100%
virgin wool,
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miron
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madison avenue
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HAT BY MR. JOHN

The best shoes you can buy are the best buy!

DELMAN

introduces
the bland beauty of

BAMBOO

the loveliest compliment
of the season to so many
costume colors that
a single pair of shoes
in Bamboo calf or suede
seems to multiply
into a complete
wardrobe

ON THE PLAZA • NEW YORK 19
BERGDORF
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5TH AVENUE AT 58TH STREET

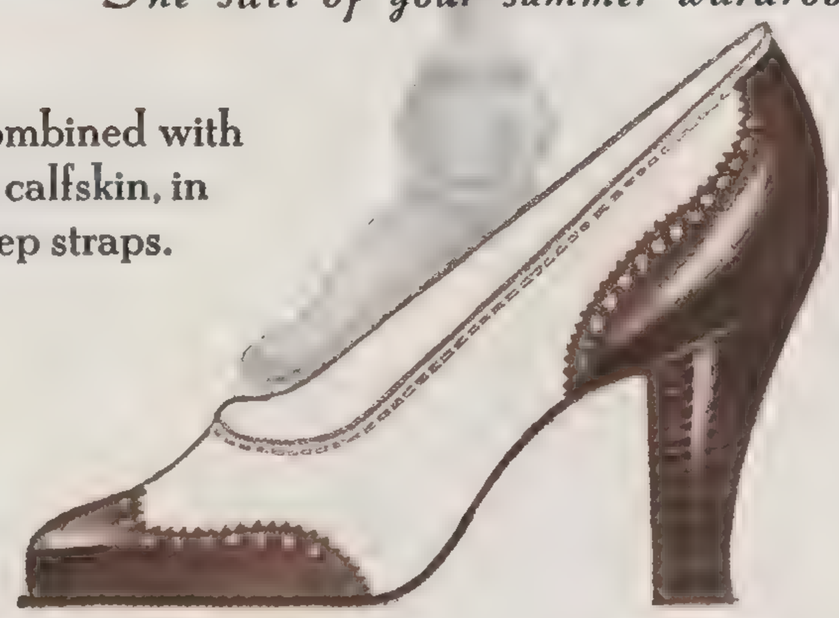
Season with

Hill and Dale

Spectators

The salt of your summer wardrobe

Snowy white suede combined with bootmaker finish* soft calfskin, in pumps, sabot and instep straps.



To complement your grainy shantungs, your crisp cottons, and your gay prints.

the walking shoe of distinction

Hill and Dales are carried in many fine stores throughout America at $14.95 and up, slightly higher Denver and west. Write us, we'll gladly tell you where.

DIXON-BARTLETT COMPANY
Baltimore 24, Maryland

*Exclusively Hill and Dale.

Adrian borrows mist grays
from the clouds
for his magnificent ball dress
of pure silk taffeta.

Scruggs Vandervoort Barney . . . Saint Louis

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Varden petites

Varden Petite carefully abridged sizes, scaled to the small figure.
Semi-sheer rayon crepe in beige, black, navy or horizon blue.
Sizes 10 to 20 49.95

Carefully abridged sizes scaled to the small figure.

For you who are 5 feet 5 or less

B. ALTMAN & CO. *Fifth Avenue, New York*

When can you be sure that a crease-resistant fabric will stay unrumpled all day long? The answer's simple—when you see the Tebilized tag. This tag is your assurance of perfect and permanent crease-resistance (no small feat even in these scientific days). You'll find the Tebilized tag on the world's fine fabrics. Such as the wonderful, wiltless Tootal® linen, shown here in a clean-lined sun dress designed by John Casella of Mutual Rosenbloom. At Bonwit Teller, Neiman-Marcus, I. Magnin. Or write T. B. Lee Co., Inc., 101 West 31st Street, New York 1, N. Y.

TEBILIZED® TESTED CREASE-RESISTANCE

Rudolf

ORIGINAL • • a garden-party dress of sheer organza

with hand-painted nosegays in Dresden-china colours.

A. Harris & Co.

DALLAS

Harold Halma

LOUIS FAURER—HAT BY MR. JOHN

tailored by Handmacher

distinguished checked worsted by Miron... contrast gabardine... wonderful at seventy-five dollars

Handmacher-Vogel, Inc.
New York City

Amazing how this Dan River city crisp cotton sheds wrinkles

It's Wrinkl-Shed Dancord—keeps its press for days and days, gives you more wear between washings. Fast color; Sanforized†; washable* of course. *Dan River Mills, Inc. Dress, a Terry Rogers Original, in brown, green, black, lilac, gray with white stripes. Sizes 10 to 18. About $25 at Jane Engel, New York; J. P. Allen & Co., Atlanta; Harold, Minneapolis; Levy Bros. Dry Goods Co., Houston; Bullock's, Los Angeles.*

*Trade Mark †Fabric shrinkage no more than 1%

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DIANA LYNN,

in the Hal Wallis production,
"BITTER VICTORY", for Paramount . . .
featured in Strutwear's wispy nylons
knitted in reverse for extra-sheer
dull beauty.

Strutwear . . . For the girl with a flair

REVERSE KNIT PROPORTIONED **NYLON HOSIERY**

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
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STRUTWEAR, INC., MINNEAPOLIS 4, MINN. • GOWNS • SLIPS • PANTIES • PAJAMAS • HOSIERY

"IN" GOES YOUR OUTLINE!

for better figure control
with lighter corseting—

specify *Darleen ELASTIC

IN AMERICA'S FAVORITE FOUNDATIONS

*T. M. Reg.

Midnight serenade . . .
two dream gowns with Forty Winks' own
special kind of magic in luscious crepe back satin.
(Left) : Softly gathered sheer yoke
with a frosting of deftly blended Alençon lace.
(Right) : Feminine with its delicately shirred shoulders
and sheer front framed with finely tinted Breton lace.
Both in gardenia white, champagne, green orchid, mist pink,
sky blue and moonglow yellow. Sizes 32 to 38.
Under $9. . . . at fine stores everywhere.

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Fortunets do something for you in . . .

Yours, chic accent for spring-into-summer suits and prints with Fortunet's new, NEW color, Sun Bronze. Deft with your darks, companionable as you move into lights, Fortunets in Sun Bronze will walk you gayly right into summer. Styled for week-day and week-end is this morn-to-moonlight Sun Bronze trio . . . and these are but highlights of the wonderfully varied collections in wedges (high and low), Cubans and flats that await you in stores everywhere that lead in fashions. $6.95 to $7.95, most styles. Matching Bag, about $8.95, plus tax.

FORTUNET SHOE COMPANY DIVISION OF GENERAL SHOE CORPORATION NASHVILLE 1, TENNESSEE

New and news...
Resort Colors
specially blended
for this spring

Points to look for in a stocking: sheerness—beauty of color—and the fine details of precision workmanship that mean excellent fit, satisfying wear. All points you'll find in Vision nylons. "A vision of sheer loveliness" in just-right-for spring Resort Colors. Made of du Pont nylon. At better stores everywhere. Knit Products Sales Company, 350 Fifth Avenue, New York 1, N. Y.

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perfume imported from France
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Sally Victor's
"Little Honey" and "Big Honey"——
the Honey Hive silhouette
with gay calico accessories.
Titche-Goettinger
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Valentines step up your looks...and your life

with Styles Opened yet Closed

Opened yet closed . . . with lines that swoop or lines that swirl, with toes apeep or toes demurely hidden, Valentines do design magic to achieve new foot prettiness, new ankle littleness, all-over slimness, for your most exhilarating spring in years! And they make you feel quite as young as they make you look, for Valentines are designed on a new principle, the Levelast* which lets your foot rest always in its most natural position. See the exciting array of Valentines at your favored shop . . . $7.95 *to* $8.95, *most styles.*

VALENTINES

Footwear you love!

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Lane Bryant

New York

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Also
STEARN'S
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The same coat two ways...both compatible with Spring days and Summer nights...Curving yoke of light grey on dark grey, dark grey on light grey, brown on tan pure wool yarn dyed worsted. Sizes 34 to 46.
The long coat—$75 The short coat—$65

Mail Orders Filled

Polka-dotted pure silk in a festive Spring mood designed for flattery with a peg-pocketed skirt.

Navy, Green, Toast and Grey.

Sizes 10 to 20. $17.95

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BEST & CO.
Fifth Ave., New York 22, N. Y.

Henry Rosenfeld

BLUE preferred—

Jacquelines

designed by WOHL

At your feet, the gleam, the gaiety of blue. Your shoes, sky-reaching Jacquelines, curved compliments to new-season ensembles. Fashioned with great skill in finest quality calfskin. Each style made with the infinite care and beauty that set a new standard at **7.95** *to* **9.95**

WOHL SHOE COMPANY • SAINT LOUIS, MISSOURI

LORRAINE® WORSTEDS

LORRAINE WORSTED SHARKSKIN

Oh, what a wonderful fabric.
You look at it...ah, stunning!
You wear it...oh, how long-lived!
Like all Lorraine worsteds
it's luxurious yet mighty practical.
To be sure of finer quality,
look for "Lorraine fabric"
on the label. At leading stores.

LORRAINE MANUFACTURING COMPANY INC.
261 FIFTH AVENUE, NEW YORK 16, N.Y.

In Miron worsted. Quality rayon lined with EARL-GLO. About $55. Matching hat and bag by REGO.
At better stores everywhere, or write: ETTA GAYNES, 500 Seventh Ave., New York 18, N.Y.

Toni Drake invents a new version of "Hide 'n' Seek"! This time, it's your pretty toes that are half hidden, provocatively, 'neath openwork vamps. In your choice of low, medium or high heels . . . the better to flirt, my dears! Write for name of nearest dealer. Melori Shoe Corp., Boston 19, Mass.

portrait perfection . . . yours for the life of the garment with UNIDURE, the *permanent* crease-resistant finish. Unidure-processed rayon fabrics banish wrinkle worries . . . minimize pressing. . . cut upkeep costs . . . for travelers, stay-at-homes and busy career girls. Look for Unidure identification on ready-to-wear and fabrics sold by the yard.

THE UNITED PIECE DYE WORKS, 132 Madison Ave., N. Y. 16 • Lodi, N. J. • Los Angeles, Cal.

Beautiful Jewelry—ageless as the feminine form—fresh as a Spring flower—a golden note of charm to lend enchantment to your favorite costume. Finished in famous **MONET** *plate for enduring wear. The necklace, $15...The bracelet, 10...with the Lovebird charm, 15...The drop earrings, 10...round earrings, 5. All prices plus tax...At finer stores everywhere. Monet Jewelers, 6 West 32nd Street, New York.*

Ben Reig Design by Omar Klam

Gene Fenn

Tenderly detailed coat
in that most cherished of
furs . . . amber-radiant
*Emba Royal Pastel Mutation Mink.

ESTHER DOROTHY, New York and Boston **THE BLUM STORE,** Philadelphia **NEIMAN MARCUS,** Dallas

Consult your furrier for further information about *Royal Pastel Mutation Mink • **MUTATION MINK BREEDERS ASSOCIATION** *®

Accepted by smart women everywhere for its exquisite sheerness and excellent fit . . .

and available in a selection of colors not only fashion-perfect but so artfully designed as to blend most flatteringly with your own distinctive skin tones.

Ask for "As You Like It" nylons at better hosiery counters . . . $1.35 to $1.95.

JEWELRY BY MILTON SCHEPPS

HOSIERY

"As You Like It"

READING, PA.

CAROLYN*

Carolyn puts you in front of the fashion parade . . . with this versatile worsted check coat! Every line is news . . . the belted back-fullness, the new raglan sleeve that drapes so easily over all your costumes. Tailored by SHIPMAN & BAKER. Sizes 10 to 18. About $75.

Hat by Chanda

*Who is *Carolyn*? Carolyn is a famous fashion organization. Each month they survey all the important fashion creations. They select only the most outstanding in design and in value — to bear the famous Carolyn label of fashion approval. • Carolyn Modes are sold exclusively in one smart shop in each city. Write to Carolyn, 128 W. 31st St., New York 1, New York for the name of the shop nearest to you.

Andrew Geller's

spring planting in

Bean Green and

Carrot Tan

Lagarto*

so rich, so glowing

*Lagarto Lizard
exclusive with

Andrew Geller

Exquisite Footwear

*T. M. REG. Yes, you may order by mail • 18 WEST 57th STREET and one store in most cities

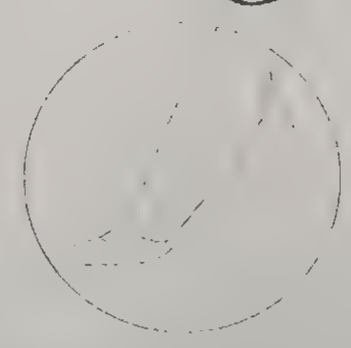
Belle-Sharmeer

STOCKINGS

in your own leg-size

BREV	MODITE	DUCHESS
for slender or small legs	*for average size legs*	*for tall, larger legs*

Traditionally Finer



The superb new Belle-Sharmeer foot molds, and holds, the profile of your heel . . . smooths your foot with new-found flattery.

Left: flowering branches print on grounds of royal, grey, black or green—in a dress with soft cowl-like drape on the blouse and skirt of graceful movement. Sizes 12 to 40. Under $18.00.

Right: paint brush scrolls form an unusual monotone print for young-minded half sizers. Expensive looking faggoting joins the sections of the collar. The six gore skirt fits with slim flattery in aqua, blue, rose or navy. Sizes 14½ to 24½. Under $18.00.

Available at these and other fine stores from coast to coast:
AKRON, O'Neil's
ATLANTA, Regenstein's
CHICAGO, Carson Pirie Scott & Co.
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DENVER, May Company
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NASHVILLE, Cain-Sloan Co.
NEW YORK, Bloomingdale's
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SAN FRANCISCO, The Emporium
TULSA, Brown, Dunkin

Georgiana

Georgiana knew you'd want a new print dress just about now—and designed these lilting spring prints to be the pride of your wardrobe. Both in luxurious Clovelle rayon crepe.

TABIN PICKER & COMPANY, CHICAGO

Sonata $3.50

Chime $3.50

the most wonderful of all.

Carillon $3.50

Love me, love me, love these lovely Crescendoe gloves . . .

Medley $4.00

Crescendoe

gloves by Superb

Beautify your hands in leather tailored wonderful WONDER fabric gloves. Hand-cut, hand-stitched throughout. As sparkling fresh and new looking as the first Spring flower, even after many washings.

©1949 Crescendoe Gloves, Inc.

Background Photograph: *"Cotton Sliver Ready for Spinning"*

Photos by Wynn Richards

AMERICAN COTTON... for a wonderful coat by Pauline Trigere. This designer handles black birdseye pique with a masterful touch, gives it great chic with buttoned-to-waist closing, intricate seaming. Completing the ensemble are Trigere's pique dress in a Toile de Jouy print and her pique beret with pheasant tail.

WALK·OVER

Enchanting new version of the Directoire fashion

Buttoned criss-cross with slenderizing straps that echo higher waistlines and the whole surge to femininity. New slim Illusion heel looks higher than it is. The Fifi by Walk-Over—suede or calf, spring colors or black. Choice of two vamps, opera or open-to-the-toe. Also with mid-heel. Styles shown $14.95 (Higher West). Walk-Over prices from $12.95. Geo. E. Keith Company, Brockton 63, Mass.

you just know she wears them...

SUNGLOW...

a new and thrilling stocking shade with the fluorescent gleam of the sun, to add glamour to spring and summer fashions. Proportioned to your size.

McCallum and PROPPER

P.A.T SIZES Perfect American Type
Mandelbaum
NEW YORK
REG. U.S. PAT. OFF.

You're just as tall as you look

if you're **5** *feet* **5** *and under!*

"Kasualla" a Forstmann fabric.

Height is an illusion . . . conjured up of carefully scaled parts . . . measured in proper perspective. The precise width of shoulder . . . the length of sleeve . . . the balanced degree of fullness . . . these are the fashion symbols of flattery for the Perfect American Type. P.A.T. sizes 8-18—with a slim blade of buttons accenting the back . . . in globe-strutting colors.

MANDELBAUM COATS INC.
512 Seventh Avenue New York 18

Blueberry blue...

he loves you in blue, remember? So do have

this Spring-fresh Navy, Blueberry Blue,

in your wardrobe of Paradise Shoes.

Their beautiful crafting gives you

the dreamy fit and long wear

your pocketbook approves.

Stuart

Breeze

Captive

Paradise Shoes

Most styles $12.95 and $14.95

See these and other Spring Paradise fashions at leading stores everywhere or write for the name of your nearest Paradise dealer.
Brauer Bros. Shoe Co., St. Louis, Mo.

When you think of **Lace and Batiste** you naturally think of Patty Woodard and Miss Pat

EDITH LANCES'

BI-SECTIONAL BRA...

So much more than a "high fashion" bra

More glamorous because it's more than glamorous! And that's exactly why it's so beloved by the most fashion-conscious women. You'll appreciate its fashion features, of course. Its high, rounded uplift. Its complete separation. But still more you'll adore the custom-like fit and comfort, the superb wearing qualities that Edith Lances fashions into every bra to keep you figure-perfect in every costume.

Of a Skinner nylon satin exclusive with Edith Lances. With no-cut shoulder straps... in every development, and a full range of odd as well as even sizes. From 12.50.

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Make sure it's "made for you." Take time to try it on.

At better stores everywhere.

Edith Lances BRAS

EDITH LANCES • 31 EAST 31st STREET, NEW YORK 16

Treasured fabric for Spring . . . . . purest silk warp-dotted taffeta, airy as a zephyr, in a glistening grey all-occasion dress.

Valley makes the open shoe news in a cutaway, with or without platform . . . Spring-fresh for all your daytime ensembles. Soft suede or supple calf in navy, black, burnt almond or mist-gray. One of a collection from 12.95 upward; this model 18.95 in many of America's finest stores; for the name of the shop nearest you write the Valley Shoe Corporation in Saint Louis.

Radelle

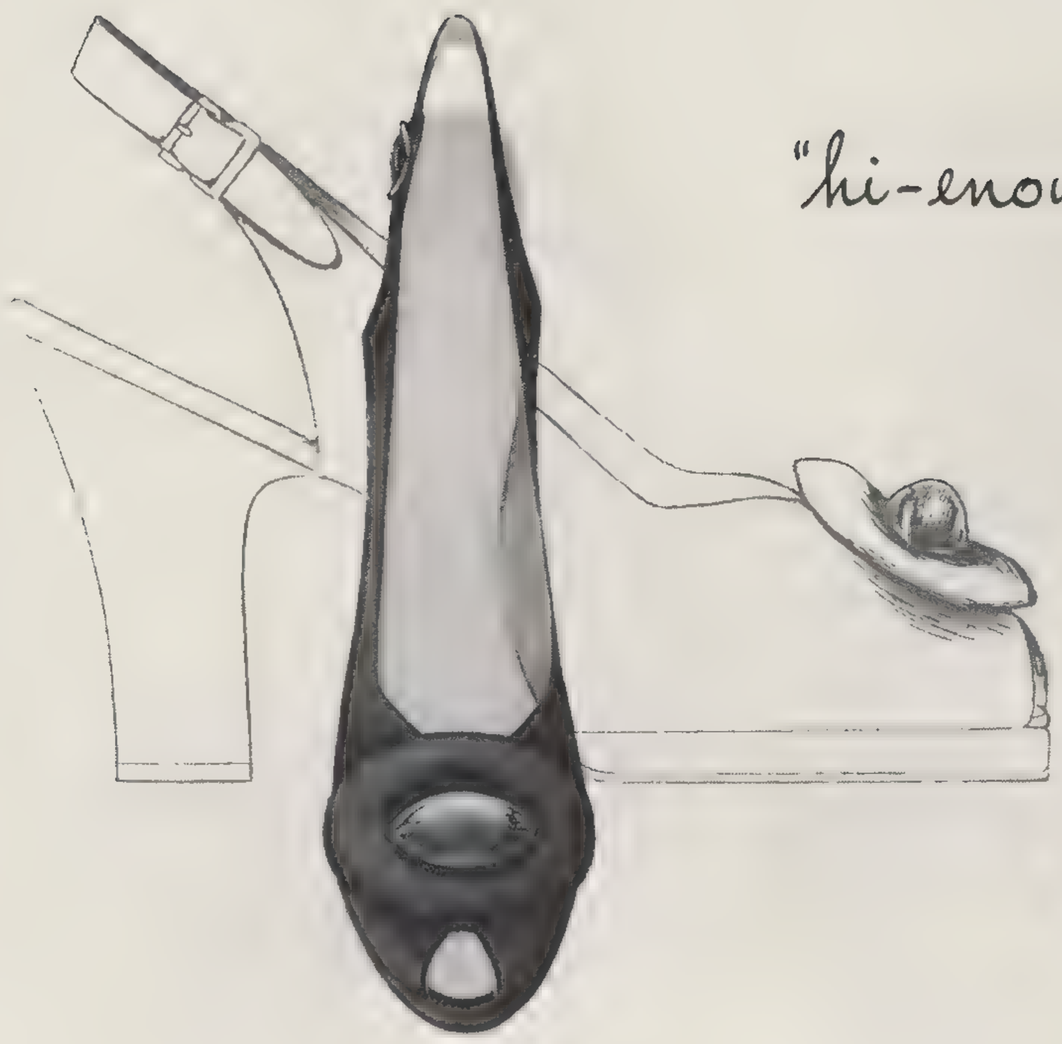
SCULPTURED
lingerie

Wonderful alliance for your loveliest lingerie: the luxury of PURE SILK with the superb fit and beautiful detailing you find in all Radelle Sculptured Lingerie. Here, a slip of *pure silk* generously enriched with lace . . . opulence at a sensible price.

Radelle is the lingerie famous for
STYLE, QUALITY, EVER-CONSISTENT VALUE.
At fine stores.

Radelle lingerie is the only lingerie certified for fabric and workmanship by the U. S. Testing Co.

Radelle INC. • FINE LINGERIE • 185 MADISON AVENUE • NEW YORK 16, N.Y.



"hi-enough" heels pace the budding season

these are

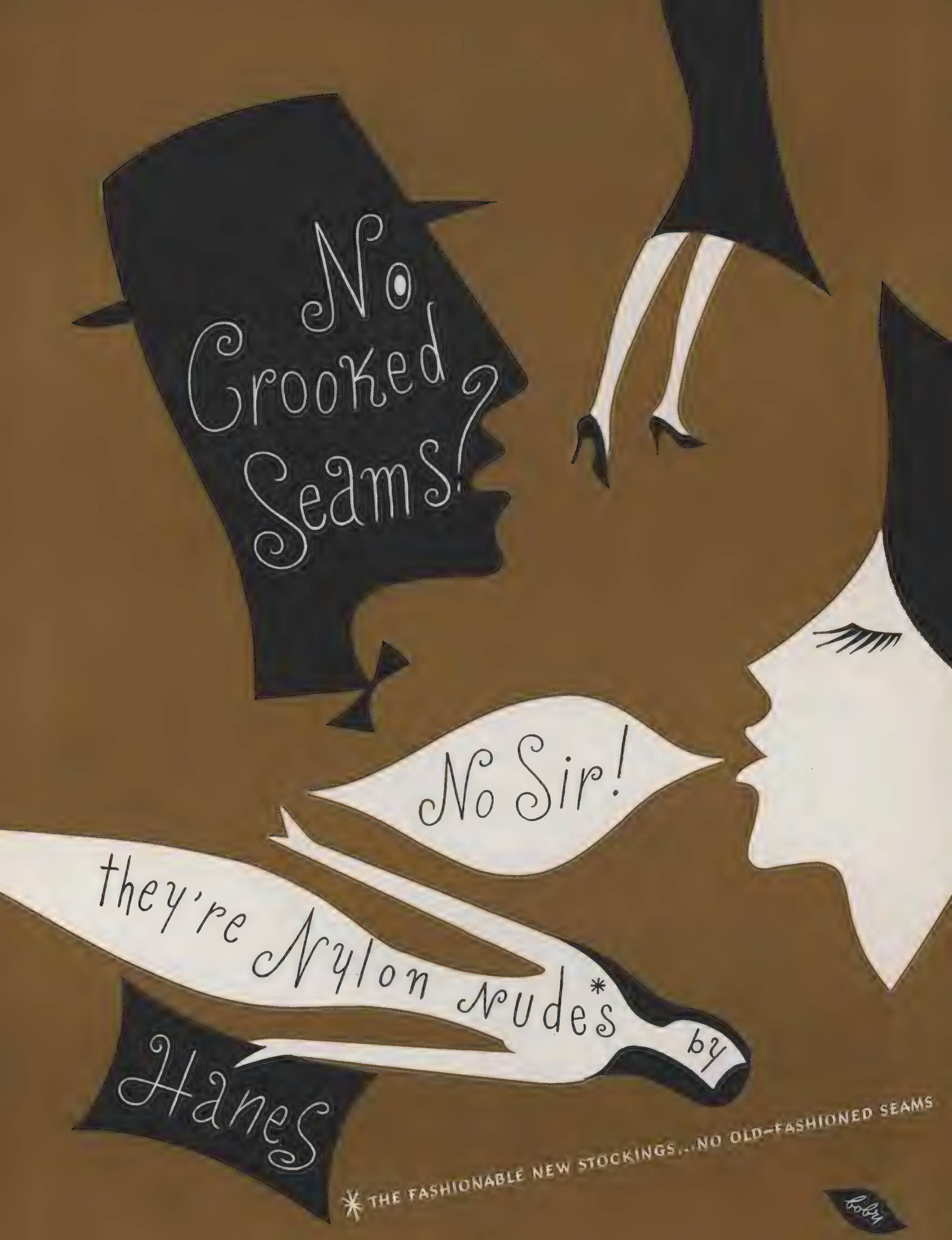
Troylings

STYLED BY Seymour Troy REG.

$12.95 others $10.95 to $14.95

for name of store nearest you, write to

LOWN SHOES INC., AUBURN, MAINE


No Crooked Seams!
No Sir!
they're Nylon Nudes* by Hanes
* THE FASHIONABLE NEW STOCKINGS...NO OLD-FASHIONED SEAMS.

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ZUCKERMAN & KRAUS, N. Y.

FRENCH WOVEN MOIRE

BERGDORF GOODMAN, NEW YORK

ROUX *means lovelier haircolor!*

Illustrated: Roulite No. 4 Ultra Light Auburn, one of the 24 lovely Roux shades.

WHATEVER YOUR AGE, you'll find *so many* of your contemporaries whose haircolor has been beautified by Roux!

This woman in the photo, for example, could be 25, 30, 40—and in a sense she is *all* of them. For she typifies the women of all ages who have already realized that this thrilling hair cosmetic can be passport to a new and lovelier look.

With Roux Oil Shampoo Tint treatments your haircolor changes before your very eyes. Lustre and highlights, where before there was faded dullness. Soft, natural-looking color, where there was visible, brittle-looking gray. A transformation? Yes—and not just of your haircolor. For your clothes, your bearing, your very spirits may respond to the challenge of this new loveliness!

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ROUX OIL SHAMPOO TINT

COLORS • CONDITIONS • CLEANSES

Caution: use only as directed on label

for the woman who wants to be exclusive

a couture plan
for your personal dressmaking

Bianchini "Skysails"
Vogue Couture Pattern B461

Bianchini "Arabesque"
Vogue Couture Pattern B473

Bianchini "Mine Alone"
Vogue Pattern B4946

Bianchini "Monopoly"
Vogue Couture Pattern B462

dorland

Bianchini

Private Edition Fabrics

Fashion-Matched With 16 Vogue Patterns

Can't you just see yourself in one of the exquisite prints on the opposite page?

And, you'll never **see yourself coming** if you make your dress with a **"Private Edition"** fabric and pattern! In the **French** tradition, only a small quantity of each **Bianchini** print is created—about twenty dress lengths to each of a few selected stores. Really, the only way you could be **more exclusive** is by weaving your own!

And here's the epitome of exclusiveness! **Bianchini** worked with **Vogue Pattern** to bring you dress designs that go with these special prints. Now, isn't it wonderful to have expert stylists pre-visualize your dress for you?

Of course you know that the fabrics of this **French** House are the finest to be had. They're **hand-screened,** a few yards at a time, one colour at a time. Yes, and only **Bianchini** fabrics are **Fiberset*** to check shrinking, sagging and stretching. You'd expect to pay a fortune for this exclusiveness—yet you pay no more than you do for just a good fabric.

You can see these exclusive **"Private Edition Prints"** at the stores listed below, or write to **Bianchini** for names of additional stores. You will also receive a free booklet of Vogue Pattern sketches inspired by "Private Edition" fabrics.

Plan that dress now and have it ready for the first breath of Spring!

The Wm. H. Block Company
Indianapolis, Ind.
The Daniels & Fisher Stores Co.
Denver, Colorado
Frederick & Nelson
Seattle, Wash.
The John Gerber Company
Memphis, Tenn.
Halliburton's
Oklahoma City, Okla.
The Halle Bros. Company
Cleveland, Ohio
A. Harris & Company
Dallas, Texas
Joseph Horne Company
Pittsburgh, Pa.
Hutzler Bros. Company
Baltimore, Md.
Joske's of Texas
San Antonio, Texas
The F. & R. Lazarus & Company
Columbus, Ohio
Levy Bros. Dry Goods Company
Houston, Texas
Lord & Taylor
New York, N. Y.
Meier & Frank Company, Inc.
Portland, Oregon
Miller & Paine, Inc.
Lincoln, Neb.
The H. & S. Pogue Company
Cincinnati, Ohio
Rich's, Inc.
Atlanta, Ga.
J. W. Robinson Company
Los Angeles, Calif.
The Rike-Kumler Company
Dayton, Ohio
R. H. Stearns Company
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The Stewart Dry Goods Company
Louisville, Ky.
Stix, Baer & Fuller Company
St. Louis, Mo.
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San Francisco, Calif.
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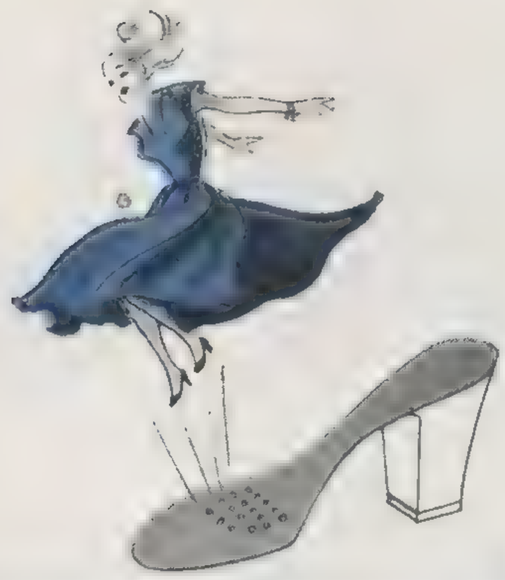
*Fiberset ® *Paris* *Lyon*

Travelin' beauties on a budget!
Flattering suit dresses by Mynette with expert fit
and a young look. Both are washable, too.
Sizes 12½ to 20½. About $15.
Rossman's Lusterfaille in green, luggage, navy or black.
Posed by Phyliss Thaxter, M.G.M. Studios, left.
Mallinson's crease-resistant Rusteena in blue, green, mauve
or brown. Posed by Jeff Donnell, R.K.O. Studios, right.

For store nearest you, write
The Gottfried Company, Dept. V3, 1778 East 30th Street, Cleveland 14, Ohio

put Spring in your step



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with the buoyant Pillo-Tred sole

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YOU'D never believe such flatteringly smart shoes could be so comfortable—and so low in price...
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And many other styles. Write for name of your nearest dealer—today.
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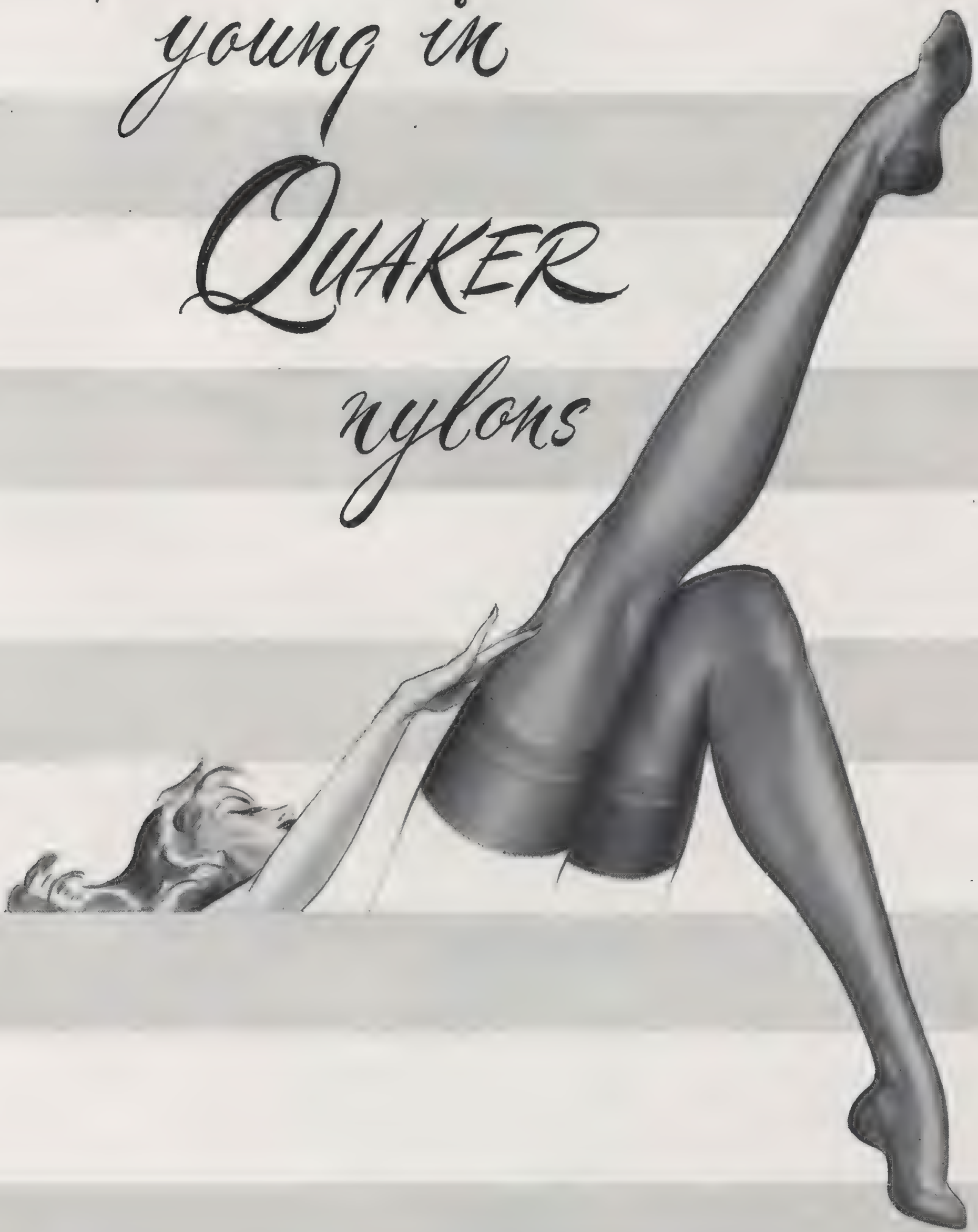
Legs are young in QUAKER nylons



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artist bow.....

Feminine complement to

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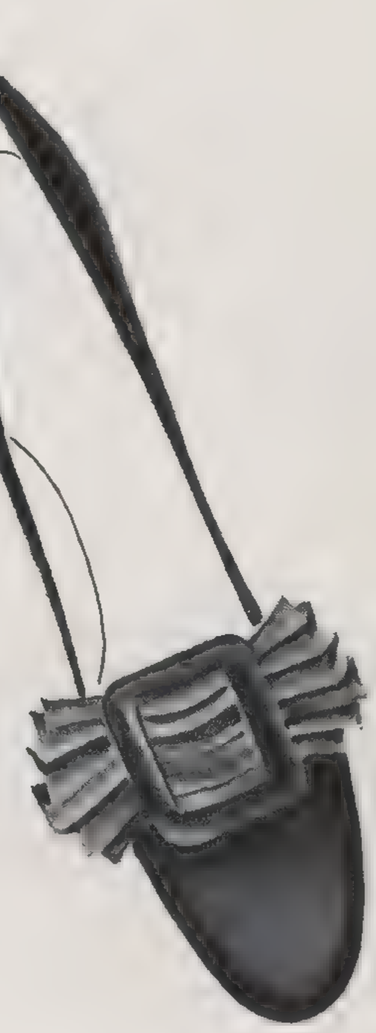

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style with individuality, quality
at its finest . . . prices oh-so moderate
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Archer
Stockings
...for Lovely Women

INA CLAIRE

A brilliant comedienne and one of America's "First Ladies of the Theatre." Chosen year after year by fashion authorities as one of "America's Best-Dressed Women," Miss Claire's taste in clothes is as crisply smart as her manner on the stage. She literally lives in suits—and accents them with stockings of the sheer beauty that is traditional with Archer.

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ADELAAR ... *as in pearly white rayon tissue faille, up to the neck in tucks. Also in Easter shades of lemon ice, mauve pink or cornflower blue. Sizes 32 to 38. About $9.95*. At fine stores everywhere. For store nearest you, write Adelaar, 525 Seventh Ave., N.Y.C.*

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debs

For the name of your store write Samuels Shoe Co., St. Louis

Strategic straps set on
cloud-light platforms.
The silhouette of spring
...alive with youth.

designed by PALTER & DeLISO

Peggy Thayer gathers

all the nostalgia of hothouse

blooms for this spring time

cotton, collared with self tinted

organdy. Hyacinth mauve,

forget-me-not blue, sand, white

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enter Spring . . .
on wings of fashion.
polished shoe calf
. . . shining tribute
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your endless
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this Spring's version
. . . a handbag
of unusual detail
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when your choice
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PHILA. 7, PA. & 353 FIFTH AVE., NEW YORK
Makers of fine handbags
for a quarter century.

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fine leather handbags
priced from $7.95 to $15.

See how they fit—like gloves. No gaping, no wrinkles—the foot looks smaller. *Walk joyously. Say goodbye* to bite, pinch, binding! "Lastex" puts flex into leather.

Now, again, most fine shoes do have a lining made with "Lastex." Look for the "Lastex" name inside the shoe.

That's why "Lastex" in shoes is wonderful news!

Lastex... *the miracle yarn that makes things fit*

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Vogue's Travelog

A DIRECTORY OF FINE HOTELS AND RESORTS

FOR FURTHER INFORMATION ABOUT THESE LISTINGS WRITE TO VOGUE'S TRAVELOG, 420 LEXINGTON AVE., N. Y. 17

Virginia

If you are thinking of a spring vacation, Virginia is a good place to consider because of its mild weather and the beautiful interlacing highways all over the state which lead you easily to Virginia's historic sites, famous gardens and beaches.

Garden Week (April 23 to 30) is the time to see spring in Virginia. Dogwood and wisteria grow everywhere and the manicured gardens of famous colonial houses on the York and James rivers are opened during this season. Azaleas and camellias bloom in profusion from March on in Norfolk, and in late April the Apple Blossom Festival is held in the orchards of the Shenandoah Valley.

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Arizona

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SANTA RITA HOTEL. 250 rms. Tucson's Social Cntr.; Western Hosp. & Atmosphere. Superb cuisine; famous Dance Bands, Polo, Golf. Nick Hall, Mgr.

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LOS ANGELES

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BOCA GRANDE

BOCA GRANDE HOTEL & CLUB

On Gulf of Mexico. Fireproof. Offers utmost in modern, restful surroundings. Rooms in hotel with private tile bath & shower. Superb cuisine. Private beach. Golf. Fishing. Rates: Hotel $30; Club $24; two persons, daily, & up. Amer. Plan. Distinguished clientele. J. Spadaro, Owner-Gen. Mgr. Tel. 4251 or N. Y. Off. 51 E. 42. MU 2-3341.

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THE COLONY—Near Palm Beach. Superb cuisine. Surf bathing, golf, tennis, fishing. In Summer, Kennebunkport, Me., Geo. M. Boughton, Pres.

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GULF HILLS HOTEL & GOLF COURSE—10 min. from Biloxi. 75 villa style hotel rms. All sports—fine food. R. A. Waters, Mgr.

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BELLERIVE HOTEL. K. C.'s Social Rendezvous. Luxurious Rms., Suites. El Casbah Supper Club. Garage. Rec. by Duncan Hines. L. Larrea, Mgr.

Montana

GALLATIN GATEWAY

NINE QUARTER CIRCLE RANCH, near Yellowstone Park. Western hospitality. Riding, fishing, square dances. Summer & Fall. Booklet.

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ATLANTIC CITY

MARLBOROUGH-BLENHEIM. On the Boardwalk. A famous resort hotel. Distinguished clientele. Sun decks. Enclosed solaria. Sea water baths.

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MIRROR LAKE & Lakeshore Cottages. Homelike colonial Inn. Free ski instruction. Private slope. Skating carnivals. 1949 world's bobsled competition.

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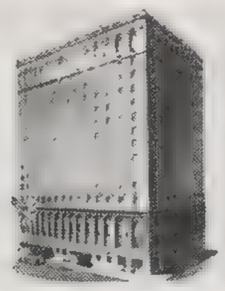
NEW YORK CITY



THE RITZ-CARLTON

A truly great hotel maintaining the finest traditions of innkeeping. Splendid location at Madison Avenue and 46th Street, a few minutes from Grand Central and Airlines Terminal. Famed cuisine in the Oval Room, Oak Room, the several Ritz bars and the Ritz Garden (in the summer). Frank L. Swadley, General Manager. Brochure & rates on request.

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MANOIR PINOTEAU. At the foot of majestic Mont Tremblant, highest peak of the Laurentians. Ski lifts. De luxe accommodations. Bklt. Dept. K.

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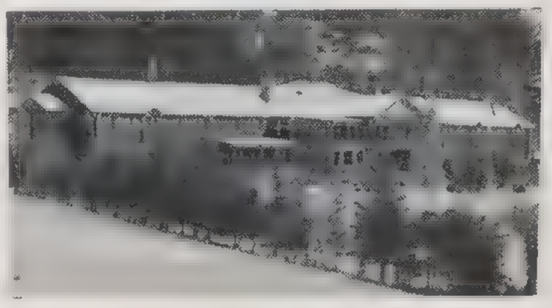

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of St. Margaret Country Club, luxurious year-round resort. Ski trails for the novice, famed Hill 60 and Twin Slopes for experts. Ski school. Easy access to all other ski trails. All other winter sports. Charming chalet and 12 cottages. 1 hr. from Montreal. A Cardy hotel. Write S. Ferguson, Manager.

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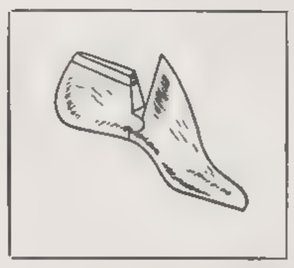
if you look for *fashion* ...and long for *fit*

Greenway
—a Foot Saver Skuffie

Tropic

Malabar



Only Foot Savers are made over the Short-back* Last which prevents looseness or gapping at the heel without pinching at the toe.

*Reg. U.S. Pat. Off.

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Vogue's School and Camp Directory

FOR ADVICE, WRITE: VOGUE'S SCHOOL AND CAMP BUREAU, 420 LEXINGTON AVENUE, NEW YORK 17

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Safe—Reliable—Supervised. Write for details.
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Outstanding program in riding, swimming, canoeing, sailing, tennis, archery, dramatics, crafts, trips. Long-established, completely equipped lake camp at Wilton in the heart of Maine. Special Tutoring Department. Girls 6-18. 37th year. For booklet address:
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On Maine's Beautiful Lake Sebago

39th Year. Featuring a broad program for girls interested in sailing, form and trail riding, trips or in crafts, dramatics, ceramics and the less strenuous activities. Separate Junior division. Excellent equipment. Finest horses. Ideal location. Protected, sandy beach. *Catalog.*
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Girls' Camps

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Vogue gives information on counselor training courses in camps but does not place camp counselors.

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In New Hampshire. Girls 6-18 in separate groups. 750 acres on mountain lake. Rustic cabins. Swimming, sailing, canoeing, aquaplaning; form and trail riding; tennis, hockey, golf; art, crafts, music, dramatics. Trips. Fee includes tutoring. *Booklet.*
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Aloha Camp for girls 12 to 17
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The Horseback Camps in Green Mts. of Vermont. Girls enjoy a glorious summer of riding, fun and adventure! Beginners' mounts, show horses, hunters. Water sports, golf course. All at a moderate cost. Complete outfit may be rented. Booklet.
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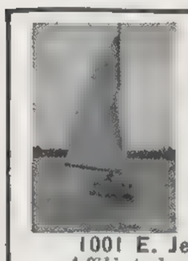

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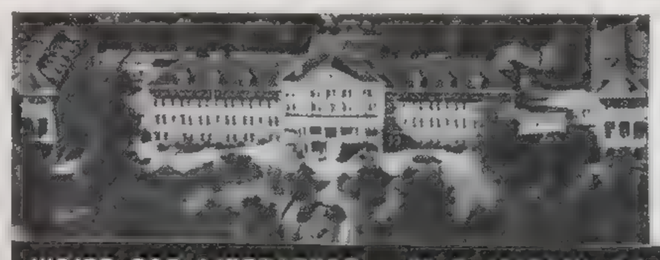

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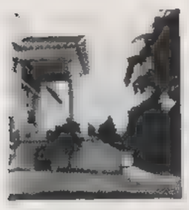

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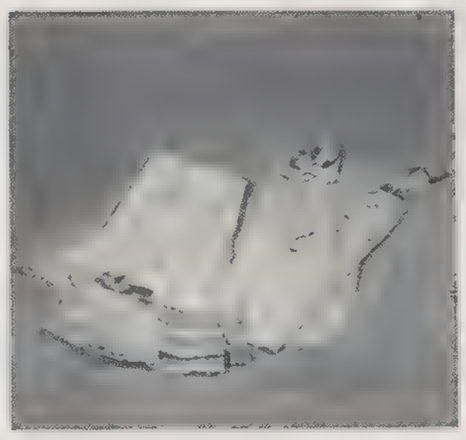

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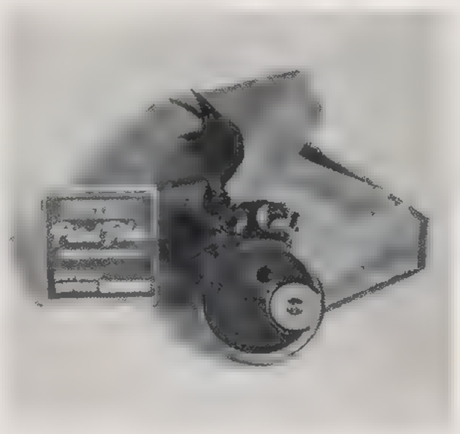

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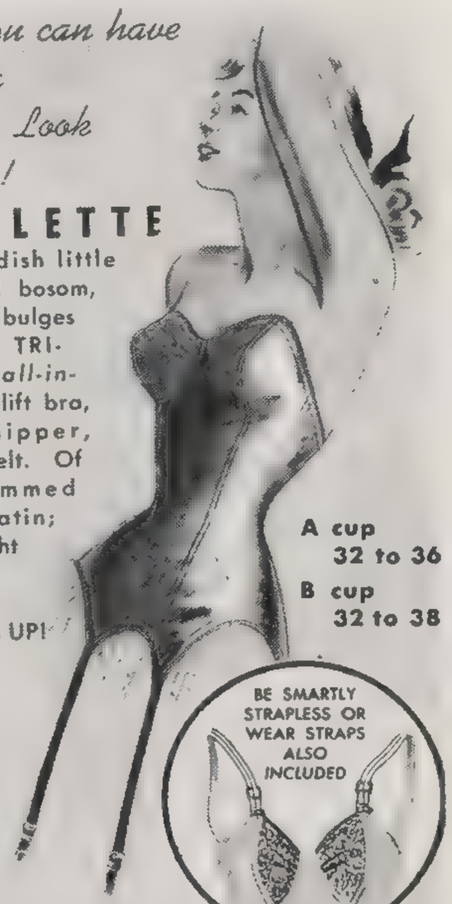

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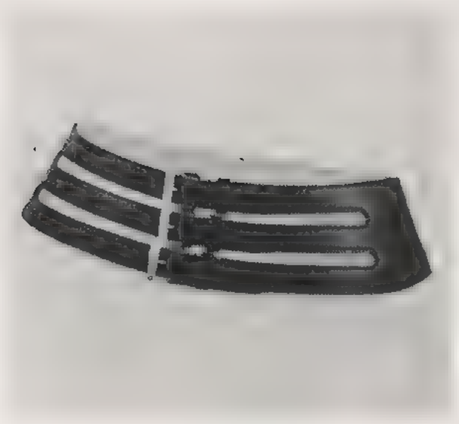

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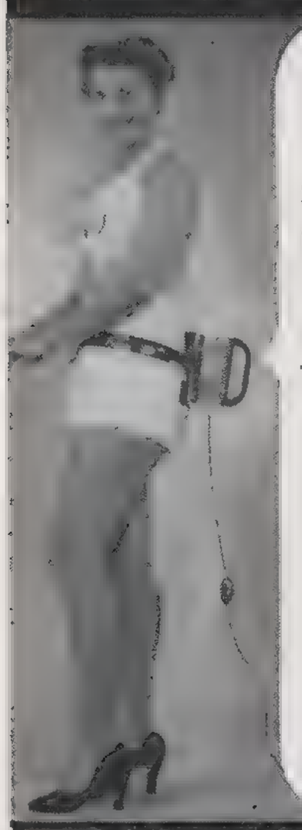

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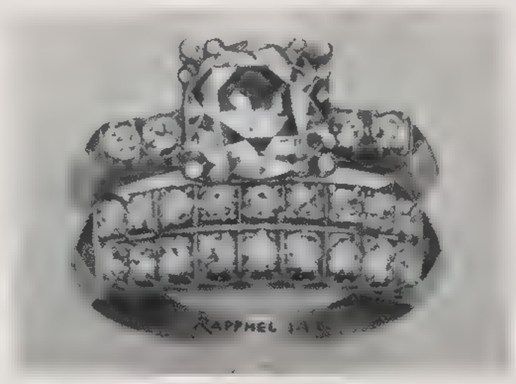

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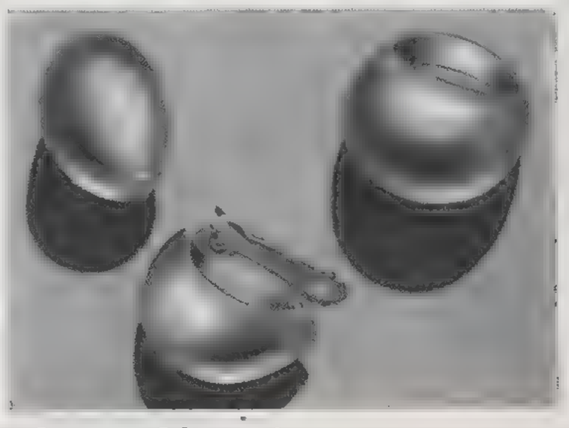

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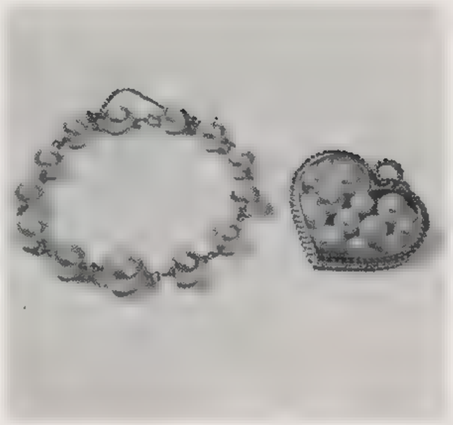

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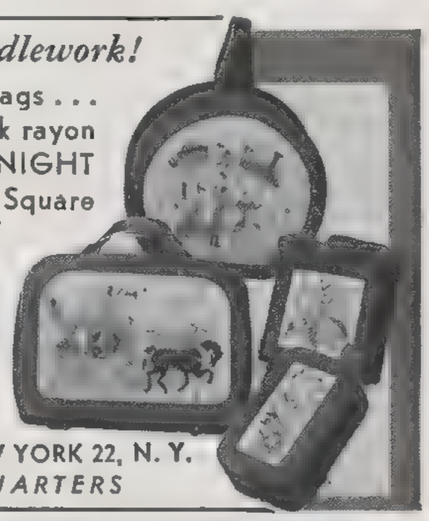

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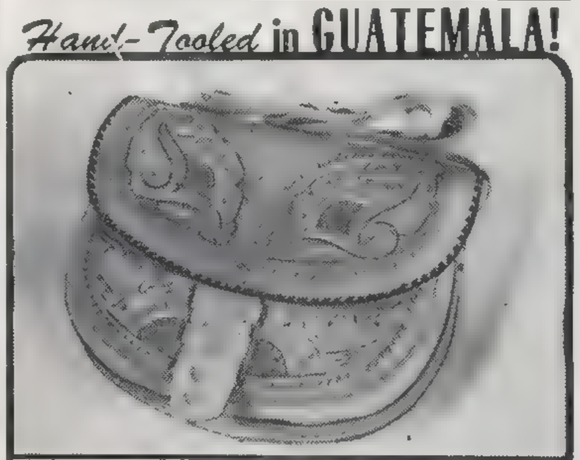

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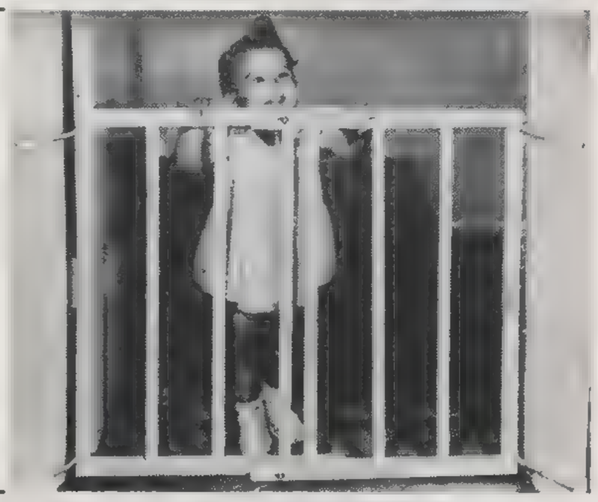

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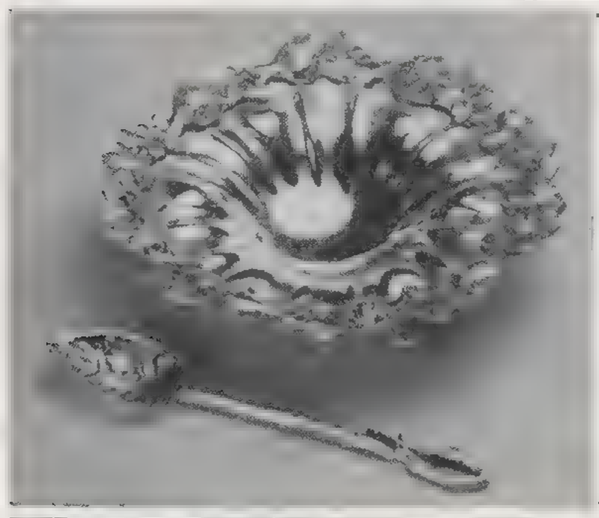

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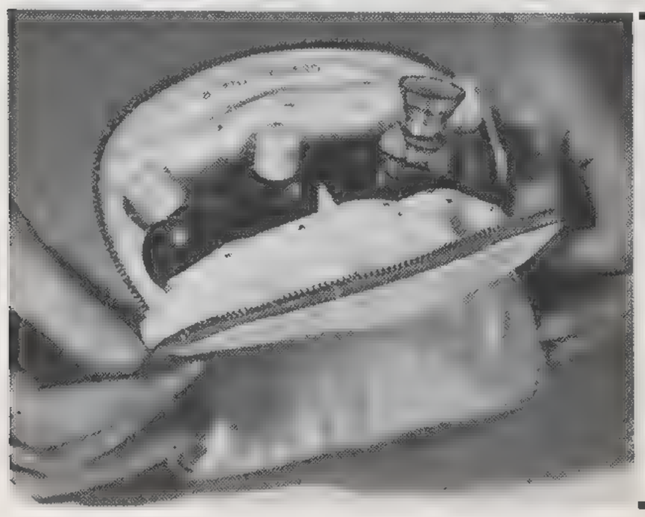

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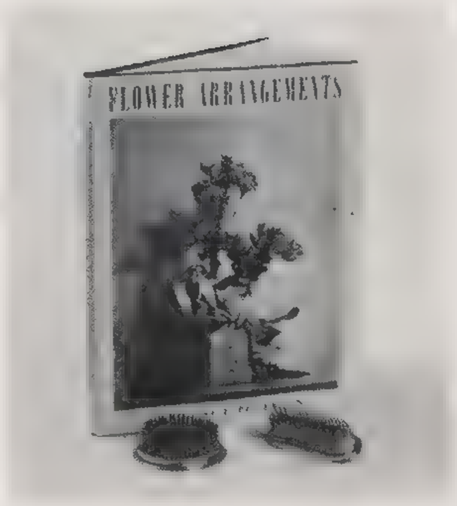

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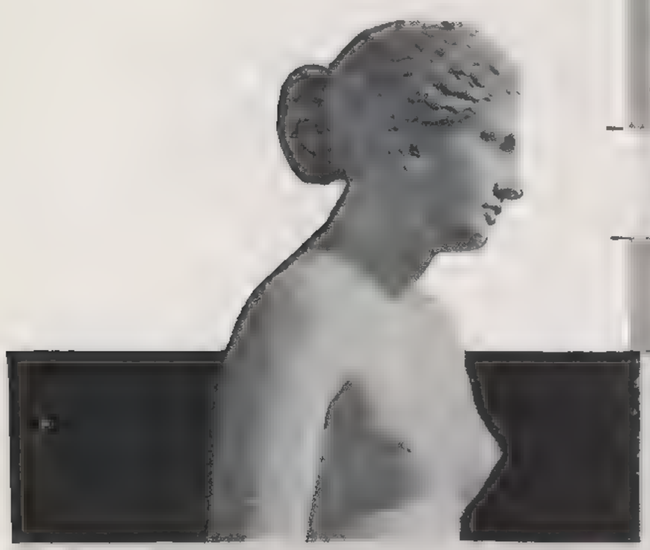

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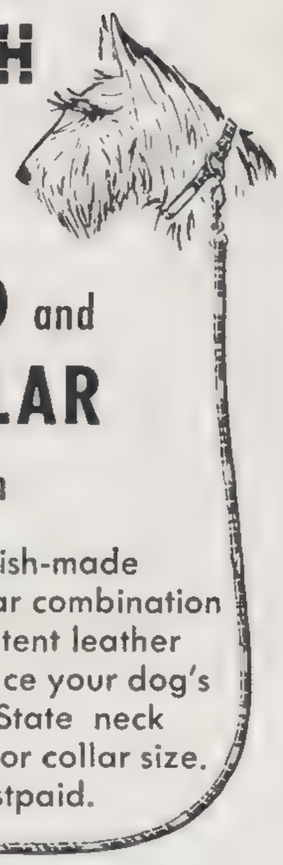

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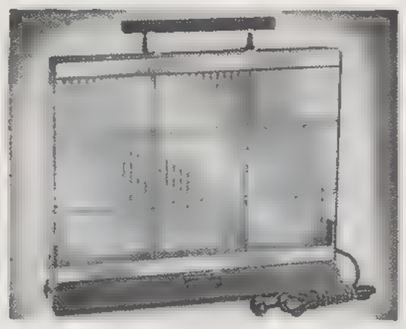

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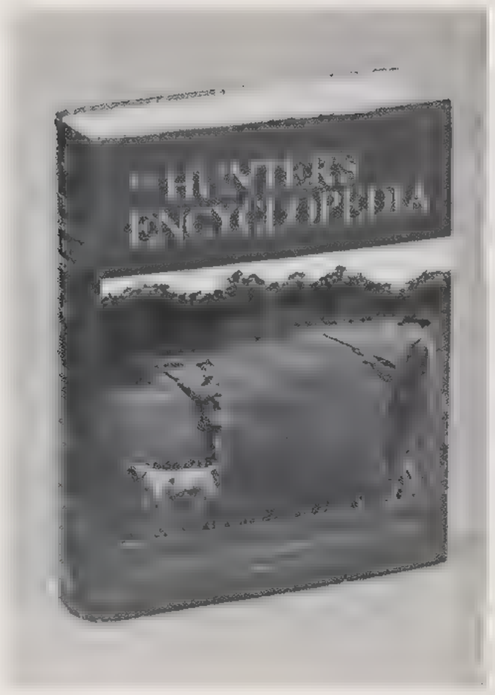

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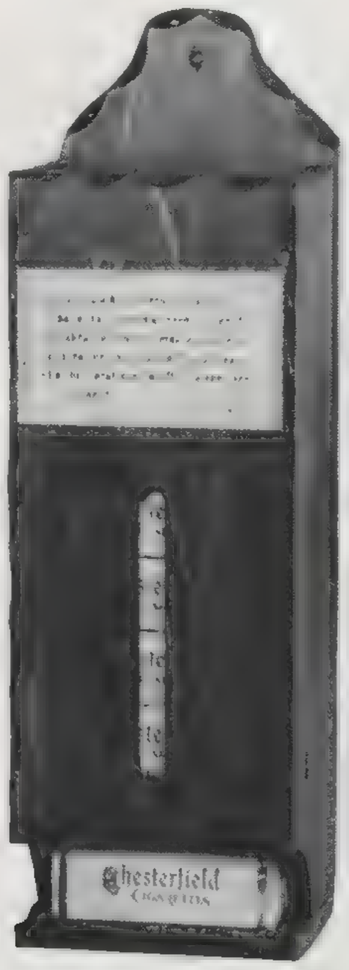

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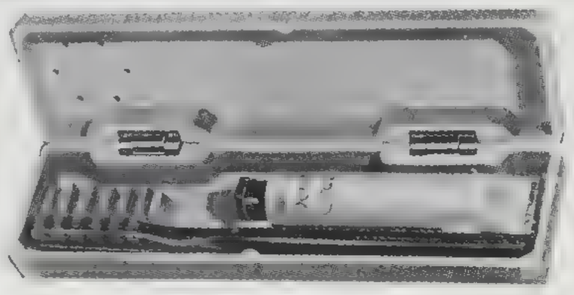

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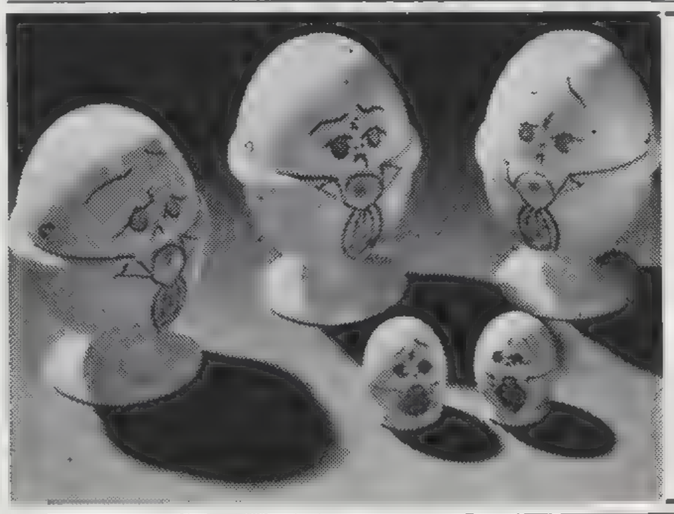

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VOGUE

incorporating Vanity Fair

MARCH 1, 1949, CONTENTS

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VOGUE'S

eye view of

PHOTOGRAPHS BY NEPO RADIOED FROM PARIS

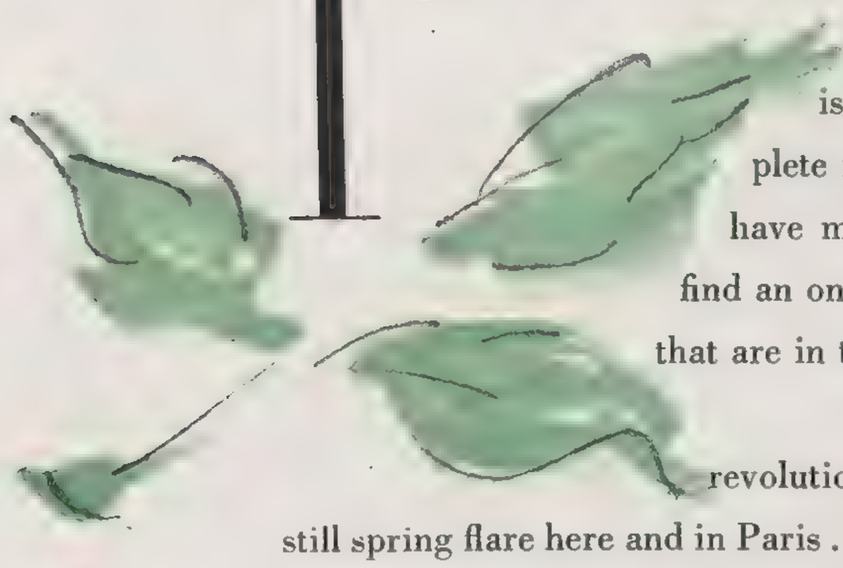
Paris lingerie hats

Flash from the first Paris openings: the lingerie hat arrives. Fresh alternate to straws. Some matched, in cloth, in detail, to lingerie collars. The three pictured on this page by Legroux, by radio. *Left:* White piqué sailor with square front, broken brim, edge collar-pleated. *Centre:* Organdie sailor, in pinky beige, pleat-bordered repeating the pleatings of the collar. *Right:* White piqué casserole shape, the bow and brim pointedly outlined by beige rickrack.

Vents

SPRING NEWS

SPRING FLARE



THIS issue of Vogue is an on-the-spot report: a double-barrelled report, as it happens. From Paris we have word of the spring collections which were completed two weeks ago (the lingerie hats on page 127 of this issue are a first ruffle of news, to be followed by a complete report in Vogue's March 15 issue). From America we have more than word—for on the following pages, you will find an on-the-spot report of important American spring fashions that are in the shops this minute.

The spring news in general is that there is no dramatic revolution on either side of the Atlantic. The spring news is still spring flare here and in Paris . . . the news in particular you will see illustrated throughout this issue, and again, as our Paris reports unfold.

As for flare, the idea is this: flare somewhere; obviously not everywhere. If the collar flares (and many do) a close little hat is prescribed. If the skirt flares and the jacket flares (and many do) a level-eyed hat is prescribed. If a straight reed of a skirt and a close bolero jacket are worn with a flaring pussy-cat bow at the throat, *that* may be the only flare about the whole costume. If the whole costume is pointedly flared (as that one imagined by Vertès on the opposite page) you steady it (again, as opposite), now with the shell of a concise little hat, now with a neat, close waistline. In Paris the flare is sometimes afloat; an overskirt over a straight and narrow underskirt; a jutting pocket, perhaps calla-lily in shape; an enormous, funnel-shaped collar.

In New York designing rooms (and now across America) the most frequent flare is in the little quick jacket—worn (and this is news) over a slim dress of its own; or in the peplum of a close-buttoned suit. In Paris the flare may be a floating stole or a spiral wrapped skirt, may be only in a peaked peplum swept to the back.

In Paris *and* America, the flare will certainly be *(Continued on following page)*

(*Spring news, spring flare, continued*) in the tilt of a hat; in the sweep of a loose coat from a narrow shoulder; in floating overskirts over narrow underskirts; in the full, full skirt of the silky coat that has not yet decided whether or not it is a dress.

In Paris *and* American fashion you will see that the general outline of fashion is probably the same as the one you have on your back or in your closet today; but that outline is filled in with details that have a new flare all their own.

In Paris and America, in the news of separates, you'll find a fresh turnover of ideas for all day and evening; among them, a flutter of lingerie blouses.

In Paris and America, you'll meet a thread of yellow—yellow gloves, yellow hats, brief yellow coats (remember? Vogue, February 15). And more and more yellow will appear as soon as summer does; all the yellows, from sun to sulphur.

In Paris and America, you'll note white by day—great areas of white on dark dresses, white sashes, lingerie hats, all-white for day. And later on, white organdies.

In *neither* Paris nor America will you find skirt lengths startling; nowhere a sense of a return to exposé of legs. In America skirt lengths go on in their gentle way. In Paris, they sometimes swerve unevenly; sometimes are silhouetted against an underskirt an inch or so shorter than our accustomed twelve or thirteen inches from the floor. • In Paris and America, by day, by night, when there isn't a widening, there is a deepening of the décolletage. *Below*, in a late-day dress, one of the plunging necklines. The dress, black rayon crêpe, designed by Omar Kiam of Ben Reig, $125; at Lord & Taylor.

CRONER

THE NECKLINE PLUNGES

THE HAT FLARES

Opposite page: In Paris, the flare is up *and* down, shoulder-deep, in a boldly sculptured hat of blue straw that leaves the far side calm, close. By Paulette; Henri Bendel; Eaton's of Canada.

NEPO

HORST

FLARE AND DOUBLE-FLARE

Opposite page, spring-day fashion: above-the-waistline jacket flaring over a slim dress; a flaring bow; a tilted sailor. Dress and jacket by Larry Aldrich in Miron worsted, $90; gloves by Superb, $7; made-to-order hat; all, Bergdorf Goodman. Dress and jacket also at I. Magnin; Hudson's; Hutzler's. Jacqueline Cochran's "Merry Go-Round" lipstick. *Above,* late-day fashion: brief, back-flaring jacket, a dress that fits and flares, a plunging neckline. Jacket and dress by Adele Simpson in navy-blue silk taffeta. $115; Altman; The Dayton Co.; Garfinckel's. Gloria gloves, eight-button length, $10; Bloomingdale's. The invisible accessory, "Emir" perfume by Dana (visible on page 176); Altman.

RAWLINGS

FLARE-UPS *continued*

Important flare, the high flare: up above the waist for the jackets of suits, the jackets with dresses; sometimes below for shortcoats but still high, whisking well away from the waistline. *Top, left:* Flaring, above-the-waist jacket and dress of navy-blue rayon faille, white-striped. The white piqué bodice-top buttons on over a strapless décolletage. By Martini. $70; De Pinna. *Centre:* Suit jacket with a subdued flare at the back, slim skirt, of beige wool alpaca. With them a blouse of silk lace. By Adele Simpson. $135; Bonwit Teller. Beige straw hat by Mr. John. *Top, right:* Cropped-short, crisply flared jacket with a white piqué facing that curves into a collar. Jacket and dress both of sheer grey wool. By William Bass. About $125; Saks Fifth. *Below:* Fully flared jacket of navy-blue and white checked rayon surah, over a dress to match it, with a sun back, pockets, a red patent leather belt. By Mollie Parnis. $95, at Jay Thorpe. *Opposite page:* Wide-flaring shortcoat in tangerine red wool fleece, with this spring's big, flared bow at the throat. By Omar Kiam of Ben Reig. $195; Saks Fifth Ave.; Frost Bros.; Harzfeld's.

HORST

LOW NECK HIGH BOSOM

THIS YEAR'S EVENING BARENESS. The newest neckline is low, wide, shows the high curve of the newly high bosom. Covered: the shoulders; the upper arm—here, by a dress with curved folds at its bodice-top, designed by Fira Benenson in sea-green Ducharne silk moire. Made to order.

THIS YEAR'S DAYTIME BARENESS. The newest neckline is the low oval, looking lower than it is because the bosom is raised to a new high. The dress by Fira Benenson, green and black Cadwallader silk print, $165; Lord & Taylor; The Blum Store; Kaufmann's. Hat, to order, Germaine Vittu.

HORST

Vertès

HAT WITH A FLARE

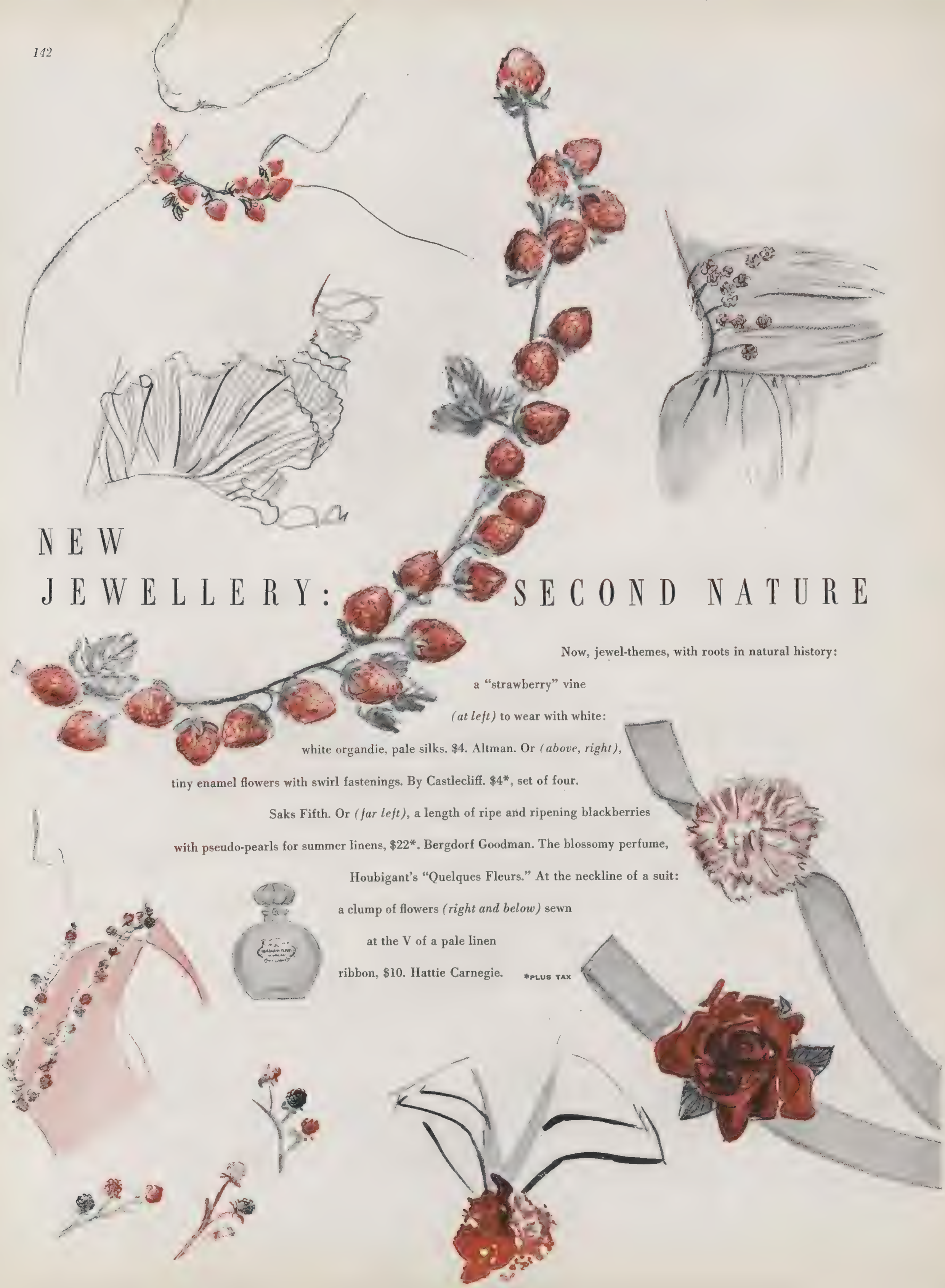
HORST

Above: High-flaring bonnet of pale blue felt, with a V-cut veil (nice to be able to lunch with your veil in place); John Frederics; L. S. Ayres. Diamond and ruby jewels, Van Cleef & Arpels. *Below, left:* Slanted skimmer of black Milan, with black flowers, yellow wheat. The kind of hat to wear with a black chiffon five-o'clock, as starch. Made-to-order at Henri Bendel; I. Magnin. *Below, centre:* Dipping-wing bicorne of stitched black net; a huge stole of natural-colour silk Shantung; both Mr. John; Marshall Field. Pseudo-pearls, by Lisner, $2 plus tax; Saks Fifth. *Below, right:* Cartwheel of natural straw (like a little girl's hat, grown), the surprise for a strict suit, Sally Victor; Titche-Goettinger. White glacé kid gloves by Superb, $7; Bloomingdale's. *Opposite page,* the drawing: A Vertès view of the John Frederics bicorne shown on page 138. *Opposite page,* the photograph: Luncheon-to-cocktails bicorne, black felt, flaring wide, smoky with black veiling; John Frederics. Black gloves, by Shalimar, $4; Altman. Both, Hutzler's. (Little combs sewn inside the headbands secure these flaring hats to close-clipped coiffures.)

FRANCES MCLAUGHLIN

SPRING NEWS, WHITE FURS

White, city white, by night, by day. White furs part of the new excitement for white. *Above:* A new, sloping jacket, for dinner, for evening, in Russian ermine with a rolled "cigarette" edge, a slow, rolling neckline, a soft flare at the back. By Esther Dorothy. *Opposite page:* Back-flaring cutaway jacket in white broadtail-processed lambskin, for soft, sudden smartness over a town suit, an afternoon dress. By Julio Laffitte. Straw roller, beige, with a pheasant-feather spire. Both, made to order, Saks Fifth Avenue.



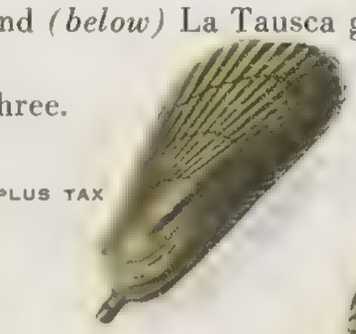
NEW JEWELLERY: SECOND NATURE

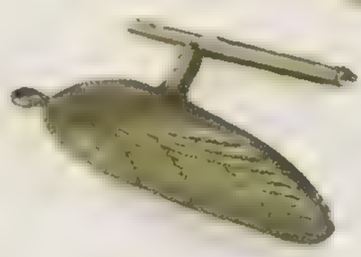
Now, jewel-themes, with roots in natural history: a "strawberry" vine *(at left)* to wear with white: white organdie, pale silks. $4. Altman. Or *(above, right)*, tiny enamel flowers with swirl fastenings. By Castlecliff. $4*, set of four. Saks Fifth. Or *(far left)*, a length of ripe and ripening blackberries with pseudo-pearls for summer linens, $22*. Bergdorf Goodman. The blossomy perfume, Houbigant's "Quelques Fleurs." At the neckline of a suit: a clump of flowers *(right and below)* sewn at the V of a pale linen ribbon, $10. Hattie Carnegie.

*PLUS TAX

Or—you might take up with that family of gilded undersea shapes *(above, left)*. Clamshell cuff links, $3* a pair. Clamshell scatter pins. Large, $2* each. Small, $2* a pair. Fanshell, conch shell stickpins, $1* each. All by Mosell, at Saks Fifth. Next *(above, centre)*, two pseudo-pearl and gilded shell bracelets. Large, $3*. Small, $2*. By La Tausca. Bendel's Young-Timers. And *(above, right)* gilded twigs and pseudo-pearl seeds, by Castlecliff. Bracelet, $15*; necklace, $20*; (both are twisted about this wrist). Bonwit Teller. Merry Hull gloves by Shalimar; $3.50. Altman. And *(below)* La Tausca gilded shell studs, $4* set of three.

Bendel's Young-Timers. *PLUS TAX





Dapuar

THE HAMLET COIFFURE

Caught in the middle of a soul-sear is the tragedienne above, a bit of type-casting on our part. She wears a new coiffure plagiarized (let's not split hairs) from Laurence Olivier's *Hamlet.* When the Mood lifts, the clear fashion-fact remains: this is a very current way to set off a blond head. Michel of Helena Rubinstein does this—by clipping back hair almost to a shingle, by cutting bangs almost to the hair-roots, by brushing the hair down from the crown. It's a coiffure that looks well (perhaps perversely well) above the new bareness of a spring dinner dress.

PENN

THE VAMP COIFFURE

The siren above, who has her heart and cigarette holder in the part, is playing a revival of The Vamp—wearing a coiffure stolen (so go ahead, sue) from a silent movie. Her way of wearing her hair, however, is not so much old-documentary as new in its feeling of making the most of being a brunette. The Elizabeth Arden Salon does this—by cutting the back as short as the hairline, by setting the hair tight to the head, forward over the cheeks. Pearls-worn-long, drop earrings belong as much to the coiffure as to the bare-shouldered costume by Traina-Norell; Bonwit Teller.

MATTER

THE STRICT DRESS WITH PEARLS

A this-spring fashion: the strict wool street dress with a portion of pearls, white or light gloves, a pale hat. *Above,* for example: a dress of beige worsted sharkskin, faintly side-draped, leather-belted; $195; the hat, natural straw; pseudo-pearl necklace, $17 plus tax; earrings, $3 plus tax; all Hattie Carnegie. Dress and hat, Frost Bros. Calfskin shoes, $20; Andrew Geller. On this page, new ways to make your own pearl arrangements. *Opposite page:* Worsted dress, neat as a pin, pin-checked black and white, with white piqué. By Conti. About $145; Jay Thorpe; Jordan Marsh; The White House. Pseudo pearls by Coro. Necklace, $10; earrings, $2, both plus tax at Saks Fifth. 8-button gloves, by Dawnelle, $5; Jay Thorpe. The beret a repeat of white piqué.

HORST

THE SHIRT-AND-SKIRT LOOK IN JACQUES FATH'S AMERICAN COLLECTION

The very-American skirt-and-shirt effect, as shown in the collection Jacques Fath designed in America for Joseph Halpert. *Above, left,* taupe bodice, black skirt, of Shelhar silk Shantung, with the off-hand elegance of a pink, back-buckled sash; $99. *Above, right,* polka-dot top, beige and white Ducharne silk Shantung; cocoa skirt, Ducharne silk-and-rayon taffeta; belt, a flash of patent leather; about $140. The big, black bicornes, newly wide-spread, newly slanted, both designed by John Frederics; Shalimar gloves, designed by Jacques Fath. These and dresses on both pages, at Lord & Taylor; Bonwit Teller, Phila.; Neiman-Marcus; other stores, see page 203. Jacques Fath designs in grey cultured pearls at David Webb.

HORST

The shirt-and-skirt look translated, *above*, for evening, into black and white dramatics, with a tingle of climax in the belt. *Left*, news in the unexpected meeting of materials: the piqué of the bow-tied, bare-shouldered bodice, the nylon net of the wide-spreading skirt; the gilded snakeskin that makes the belt. (Wear it with a long gold necklace, gold gloves.) $165. *Right*, dress for five o'clock and after: the point, the shock-pink patent leather belt; shirt top, eyelet piqué; ankle-length skirt, silk taffeta, $125. Belt, patent leather by Colonial. Piqué for both tops by Lonsdale. The dresses and white Shalimar gloves *above*, the dresses and accessories *opposite*, at Lord & Taylor; I. Magnin; Carson Pirie Scott.

MARTITA HUNT AS THE MADWOMAN OF CHAILLOT IN JEAN GIRAUDOUX'S PLAY

"THE MADWOMAN OF CHAILLOT"

Thin-strung on the strong wire of delicate wit, *The Madwoman of Chaillot* is a fantasy on the future of the human race. It's not moon-struck with lunacy; it is logical, clear-headed, and always enchanting. Among the best of its moments are the mad Countess Aurelia's explanation why "living is pure delight . . . you take your hair out of the drawer . . . and then the morning paper, the issue of October 7, 1896—it's by far the best"; and the Countess' tea party with her friends, the madwomen of Passy, La Concorde, and St. Sulpice. With them she undertakes to save the world from evil men, and when she does, she says with the modesty of greatness, "And you see how simple it was? Nothing is ever so wrong in this world that a sensible woman can't set it right in the course of an afternoon."

Opposite: The four madwomen (Estelle Winwood, Martita Hunt, Doris Rich, and Nydia Westman) at their fantastic tea party, where their glowing line wavers between the real and the unreal. Against miraculously imaginative Bérard sets, they have their own reality. Miss Hunt is magnificent, with a powerful breadth of charm, and Miss Winwood, the owner of a small barking invisible dog, carries high the comic line, has a moment of entrancing dancing.

CECIL BEATON

BALKIN

MRS. HENRY R. LUCE IN THE GREEN DRAWING ROOM AT "SUGAR HILL"

The red brick façade of "Sugar Hill."

THE HOUSE OF MR. AND MRS. HENRY R. LUCE

Cradled on a hilltop not far from Ridgefield, Connecticut, its lawns sloping down to a scattering of white birch trees, "Sugar Hill" looks from the outside like many another handsome, red-brick Georgian house. Inside, however, the flavour shifts to the East. There are Tang horses, Manchu quartz and jade trees, an ancient, life-size figure of the Goddess of Plenty, magnificent old Chinese bride chests. This chinoiserie—which extends to curtain rods made from bamboo poles—is set against a bland and modern background. Downstairs, the colour impacts, pin-pointed against beige and white walls, are mainly in paintings by Segonzac, Matisse, Vlaminck, and Brockhurst. The living room, green as a rice field, is the only strong colour ground. The house as a whole reflects the varied activities of Henry Luce, editor of *Time-Life-Fortune*, and of his wife, Clare Boothe Luce, the former congresswoman from Connecticut. To accommodate a research library that would do credit to a small town, standard public library equipment was set up by their decorator Gladys Freeman in a basement room running almost the length of the house. Music can be piped throughout the house. *(More on the next two pages)*

MRS. LUCE *(opposite)*. On her recent six-week lecture tour, Clare Boothe Luce spoke in her definite, colloquial way to audiences all over the country on "Civilization in the Atomic Age." To many who saw her for the first time, and to whom she had been a legendary character in her varied rôles of author, playwright, radio voice, war correspondent, and political figure, she became a reality.

A collection of turquoise-blue and yellow Chinese porcelain

IN THE LIBRARY: Parchment-coloured walls, beige curtains, a softly golden Chinese rug on the floor, an antique lacquered table in a corner; curving sofas covered in coral. Over the mantel, a superb painting by Segonzac.

THE LUCE HOUSE

continued

IN THE GREEN LIVING ROOM: Overall greenness of walls, curtains, and upholstery. *Above:* Over the white marble mantel, a portrait by Brockhurst of Mrs. Luce wearing a green mandarin coat. *Left:* A Chinese bride chest, a rare Tang camel.

IN THE DINING ROOM: The patine of teakwood against white walls; lacquered chairs, yellow curtains, cloisonné vases.

MR. LUCE'S OFFICE, its gunmetal, scarlet, and white colouring taken from a cover of *Life*. Books line all four walls.

THE TERRACE, *below*, the awning and chairs striped green and white.

MRS. LUCE'S OFFICE, a beige room with accents of turquoise blue; outlining the curtains, a collection of Army shoulder patches.

KERTESZ

BLUMENFELD

"THE QUIET ONE": NEW FORCE ON THE SCREEN

The Quiet One, a rather short movie, authentic in feeling and detail, has exploded into national fame. This is the true story of a neglected Harlem boy, unloved, unloving, whose fury of frustration finally forced him into throwing a rock at a window. The rock led him by court order from the wayward freedom of the streets to the Wiltwyck School where children can be helped. The strength of the film lies in its magnificent ability to show what goes on in the boy's mind, to let the camera explain, as Shakespeare's soliloquies do, the mind's confusions. Slowly the camera, without artiness, reveals the child's return through the corridors of his terrors to a point where he starts to love again and can be loved. Two women and two men, who had not collaborated or made a movie before, undertook, almost by accident, this project. They picked as their only actor, Donald Thompson, twelve years old. In this photograph are the boy, and the four makers, Sidney Meyers, director; Helen Levitt, the photographer; Janice Loeb, the producer; and William Levitt, the associate producer.

CECIL BEATON

"DEATH OF A SALESMAN": NEW POWER IN THE THEATRE

Death of a Salesman, harrowing, nervous, cumulatively disturbing, is the most powerful, non-historical drama this season. It has these advantages: distinguished acting, screw-tight direction by Elia Kazan, an emotional, skeletonized set by Jo Mielziner, who designed a house in Brooklyn with lowering apartments pushing in. But the force comes primarily from Arthur Miller, who wrote *All My Sons.* Again he has used the father-son relationship for the apparatus of this story of Willy Loman, an honourable salesman, and his son, Biff, whose life he wrecked through love and fakery, just as in another way a boy's life was ruined in *Edward, My Son.* It was little lies to bolster prestige with his sons that slowly rusted away Willy's integrity. Where Eugene O'Neill's last play, *The Iceman Cometh,* was a relaxed plea against disturbing anyone's pipe-dreams about himself, Miller's play is a tense plea against pipe-dreams. In this photograph, Lee J. Cobb and Mildred Dunnock are Willy and his wife; above stands Arthur Kennedy as their son, Biff.

COUNTRY EDITORS

GRETCHEN VAN TASSEL

ELIZABETH AND HENRY BEETLE HOUGH

"Vineyard Gazette," Twelve-Page Weekly

Its Nature Editorials Often Reprinted by N. Y. Herald Tribune

BY ELIZABETH AND HENRY BEETLE HOUGH, EDITORS AND PUBLISHERS

The *Gazette* was a hundred years old in 1946. Long ago it dealt with whales and Forty-Niners, but moved on to lobsters, swordfish, scallops, and summer people. Quahaugs, too. It aspires to publish the most complete town meeting reports in the world.

In 1920, both of us, Columbia School of Journalism graduates, gave up city jobs. Since then we have been editors and publishers of the *Vineyard Gazette*, weekly newspaper of Martha's Vineyard, an island that goes fishing and entertains summer visitors for a living.

New England fashion, the Gazette never lets go of the past. The dualism of summer and winter (the paper comes out twice a week in July and August) is tied together through a complete insularity which makes something like a blood brotherhood of all who love the Vineyard. The editors favour small things and like to record the cycle of the year.

VOGUE NOTE: *Long and relaxed, Henry Hough has managed, besides editing the paper, to write four novels, a book on the Vineyard as a summer resort, and another,* Country Editor. *He is the co-author of a 1918 Pulitzer Prize winner.*

HOUSTOUN WARING

"LITTLETON INDEPENDENT" A COLORADO WEEKLY

BY HOUSTOUN WARING, EDITOR AND PUBLISHER

Men like small towns because they find satisfaction in controlling their environment to a degree—something few can do in a metropolis. Control centre of Littleton, Colorado, is the town hall, where six councilmen and a mayor, elected every two years, attempt to master a thousand technical problems before their terms expire.

As the editor of the *Littleton Independent* I have been sitting in at the council meetings for 22 years; I have seen the need for a city manager but realize that a town of 2,700 can hardly afford a $6,000-a-year man. The town is lucky just now in having its mayor, George Malcolm, retired banker and shrewd administrator, handle Littleton's 1949 budget of $259,566, largest in history, for a token annual salary of $75 plus a free telephone.

Among the gold rush pioneers to Colorado was Richard S. Little of Nashua, New Hampshire, who homesteaded on the ground that now bears his name. By 1888 the town had nearly 100 houses and it was time for a newspaper. The *Littleton Independent* was founded in the basement of a hotel across the road from the flour mill. Littleton has had 16 other newspapers since that time, but all have disappeared except the original. The *Independent's* interest in the town has had much to do with this survival. Eight times the University of Colorado has awarded the paper the Parkhurst trophy for greatest community service in the state.

VOGUE NOTE: *Forty-seven-year-old Houstoun Waring, born in Georgia, has edited the paper for twenty-two years. In 1944-45, he was a Nieman Fellow at Harvard. Before the war, his paper roused interest with its stunts. For a gag, he used book titles for all headlines; the divorce column head read "The Deliverance."*

JOHN GOULD

Gould Edits Weekly "Lisbon Enterprise"

BY BETTY SUGG, STAFF WRITER

The Lisbon Enterprise of Lisbon Falls, Maine, not only reaches all its own 5,000 people in the three villages of Lisbon, Maine, but has a large and widespread circulation in all 48 states, plus the District of Columbia and some foreign countries. Its Editor, John Gould, author of the best seller, *Farmer Takes a Wife,* believes everybody, everywhere, has some of the small-town in him, and that chronicling local news can be so pleasantly done that it touches on common denominators of human life and becomes universal. Add to that a vigorous editorial page that specializes in topics other papers won't touch with a ten-foot oar—from what goes on inside a clam to anything that goes on outside. Gould's humour is mere adornment for a faithful coverage of his community, but it gives that coverage a wider reading audience, and Lisbon Falls has become one of America's better known crossroads—even though the *Enterprise* masthead carries the slogan, "If it's in the *Enterprise*, it may be so, it may not be so—but it could be!"

VOGUE NOTE: *John Gould, Boston-born, is forty years old, the operator of an orchard and row-crop farm, and the author of four books. The editor since 1945, he has his rural correspondents happily send in news they eavesdropped from the party telephone lines, prints such items as "Mrs. Elizabeth Williams made pickles Monday and it smelled wonderful all over the ridge."*

The editors of small-town newspapers have long been a force through good local gossip and local political awareness. In addition, the editor is usually a man who wanted to be in business for himself, there to do his own independent thinking. Here are eight in that tradition; most of them have, or have had, a second career. The collective weight of country editors' opinions can be felt across the nation.

VIRGINIA AND ROBERT JAMES MALONE INP

L. I. TABLOID, "SMITHTOWN NEWS"

BY VIRGINIA AND ROBERT JAMES MALONE, EDITORS AND PUBLISHERS

In the nearly four years of its life, *The Smithtown News* of Long Island has continued to grow along the lines set forth in its first editorial, which stated that the paper would "always endeavor to give its readers the facts, so that as adult, educated, informed people, they may study them at their leisure, discuss them with their neighbours, and thereby find their citizenship more clearly defined and interesting." Just four days after *The Smithtown News* pointed out the favours a town official had granted himself, the official resigned. In the past eighteen months, the *News* spearheaded the leadership to establish a more equitable assessment and tax program.

We are convinced that it takes far more effort to get out a sixteen-page weekly newspaper than it does to turn out a fifty-page metropolitan paper every day in the week. We concede, however, that this is the viewpoint of country editors who have also had to learn to be a bit of a linotype operator, a layout man and designer, a compositor, a press mechanic, a reporter, an advertising man, and a circulation manager, whereas a few hundred specialists put the dailies to bed without a worry.

VOGUE NOTE: *Robert James Malone, who has lived in Smithtown for twenty-six years, was a caricaturist and political cartoonist before he retired from city newspaper work in 1937.*

HODDING CARTER

"Delta Democrat-Times" Famed Southern Daily

BY HODDING CARTER, EDITOR AND PUBLISHER

BY WIRE TO VOGUE: Greenville's *The Delta Democrat-Times* is a small paper, published in an area of hopeful ferment and meaningful change. Here in Mississippi an old, disturbed order is passing. The field hand and mule are giving way to the flame cultivator and the mechanized cotton picker. Cotton is challenged increasingly by agricultural diversification. Agriculture itself is being balanced by new industry. Historic relationships between two dissimilar races are being adjusted for the better, and a new concept of rights and responsibilities is slowly germinating. And everywhere in the new frontier South, life reflects, spiritually and materially, the good results of an increasingly larger share of the national income.

Greenville is this frontier in microcosm. Thus I believe that in emphasizing the local scene in our news and editorial comment, we are actually portraying, interpreting, and perhaps helping to shape a wider region than our little city. Because the tradition of personal journalism still persists in the South, and because I like it that way, *The Delta Democrat-Times* is anything but detached.

VOGUE NOTE: *Hodding Carter, "a stocky saturnine Louisianan," has pugnaciously edited his Mississippi paper for thirteen years. A Nieman Fellow in 1939-40, he has written four intense books, won a Pulitzer Prize in 1946.*

JOHN HAMPTON BARNES, JUNIOR

"Delaware State News"

Dover Weekly

BY JOHN HAMPTON BARNES, JUNIOR, EDITOR AND PUBLISHER

Publishing a weekly newspaper in a state capital carries with it the inevitable responsibility of being the semi-official news medium for the State government in addition to the regular run of news events. We started off early in the game by fearlessly proclaiming political non-partisanship. We soon realized that only God and *The New York Times* can get away with being that independent, but we found out that for a small town weekly to be without clear-cut political opinions is, in the eyes of your fellow citizens, to be without a sense of patriotism and, in fact, morally naked.

Occasionally, we warm things up a bit with a crack at some perfidious public servant. And then if we are really lucky and can nail down the facts, we make a big noise about some scandal involving the misappropriation of the taxpayers' money. Recently we were able to prove that the printing of State and County election ballots had been awarded to the highest bidder instead of the lowest, thus removing about five thousand dollars more than was necessary from the public till. Reporting this sort of thing builds public confidence as well as circulation. Also the editor gets a kick out of it.

VOGUE NOTE: *John Hampton Barnes, before he bought his paper in July, 1946, spent six years with the* New York Daily News *in the advertising department. During the war he was in the Navy as an Air Combat Intelligence officer. Now he lives in a "peachtree house" with his wife and three children, raises cows and Hampshire hogs.*

BY EXCLUSIVE
CONTRACT WITH
8 PARIS HOUSES

VOGUE PATTERNS PRESENT FOR THE FIRST TIME ORIGINAL MODELS from the PARIS COLLECTIONS

Balmain
Jacques Fath
Jacques Heim
Lanvin
Molyneux
Paquin
Robert Piguet
Schiaparelli

These patterns are not "adapted from the French," or "variations on," or "taken from. . . ." These are the real thing: precise patterns of models which were shown at the Paris collections and selected by Vogue for *literal* translation in America.

Vogue is very proud to add this brilliant—and unique—facet to its shining sphere of Designs for Dressmaking. These new patterns, called Paris Original Models, are no more complicated or difficult than the familiar Vogue Patterns; they are simply and eloquently French. Which means that, if you like, your spring suit or dress can be made to your order, if not *by* the French couture, *via* the French couture.

On the next four pages, we show you the models chosen by Vogue from eight great couture houses and exclusive with us. They were photographed in Paris, and are now available translated into patterns in good stores across the country. *New Paris models for Vogue Patterns will be chosen from succeeding Paris Collections. (Other views, sizes, page 216.)*

BY ROBERT PIGUET

Vogue Pattern No. 1053, price $2.50. Here, a favourite Piguet evening silhouette: the panniered hip, broad, square neckline, and—very much a this spring thing—his rib-short, flaring, almost backsliding bolero. Shown here in midnight blue broadcloth. For your own copy you might try Stafford navy-blue silk rep, *below*.

BY JACQUES FATH

Vogue Pattern No. 1055, price $2.50. Important afternoon or little-evening dress, with the new divided square neckline, long, closely fitted kimono sleeves, and a back-peplum, circling into front drapery; of black wool. Repeat it verbatim, in Miron sheer black worsted, or freely, in Onondaga beige rayon/wool bengaline, *below*.

COFFIN

BY JACQUES HEIM

Vogue Pattern No. 1056, price $2.50. This is a very special shape: the plastered-close front and released back. Front has a little tucked fullness and a V neckline with double revers. Shown at Heim's in green mossy crêpe. For your own copy navy-blue and white Ducharne checked rayon surah, or grey Botany wool crêpe, *below*.

BY BALMAIN

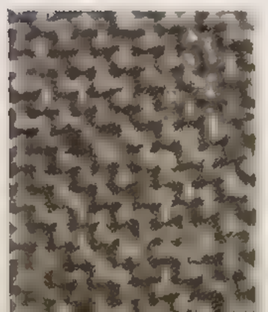
Vogue Pattern No. 1054, price $2.50. Here, one of the liveliest suit-dresses of the collection: a scarlet wool jacket-top, tab-buttoned, snug-waisted; a black wool skirt with scarlet insets. The top angles out over the skirt. For your own copy, try the top in two-tone red wool tweed, *below*, the skirt in black wool gabardine; both Juilliard.

BY MOLYNEUX

Vogue Pattern No. 1050, price $2.50. Characteristic of that house, a coat and dress designed as a team. Vogue's choice: a pyramiding greatcoat and double-breasted dress (that's a separate button-on peplum which gives it the suit-look) of beige woollen. For your own copy: Forstmann yarn-dyed light beige wool, shown *below*.

BY SCHIAPARELLI

Vogue Pattern No. 1051, price $2.50. Typical of her brisk, definite, unique way with a suit, a shaped and sharply belled jacket; string-bean skirt with tiny diagonal pleats at the hips, for ease. This original in black and green hound's-tooth check; taupe blouse. For your own copy, perhaps Stroock natural wool-and-alpaca tweed, *below*.



BY PAQUIN

Vogue Pattern No. 1057, price $2.50. Afternoon-and-on dress, deeply tucked across the front, the tucks releasing into fluid but moulding softness at hips and shoulders (very diminishing formula). Here, in pale blue silk crêpe with black accessories. For your own copy: try it in Bianchini pinky-beige silk faille, *below.*

BY LANVIN

Vogue Pattern No. 1052, price $2.50. One-piece daytime dress with a two-piece look. The waistcoat front *is* separate, but the back is all of a piece, the sleeves, kimono cut, the skirt full; of grey wool jersey. You might duplicate it in Wyner grey worsted jersey, or, a summer idea, in flame Foreman silk Shantung, *below.*

COFFIN

A CRITIQUE OF CRITICISM

BY VIRGIL THOMSON

A COMIC drawing clipped from some periodical and sent by a correspondent to this critic represented a standard American married pair at home, with Mrs. looking up from her paper and saying to Mr.: "Remember that film we liked so much? I just found out it's terrible!"

The experience is one familiar to us all, I am afraid—that of finding an entertainment thoroughly satisfactory, only to learn later that some pressman with a by-line did not share our transports. From that to feeling that our judgments are not dependable is a short, though false, step. On the other hand, the critic who reviews a work or occasion unfavourably, only to find later that the public has taken it to its heart, rarely concludes that his own judgment has been at fault. His disagreements with popular taste tend rather to enhance his pride, while the private customer's disagreements with printed opinion are likely to make the latter feel, on the inside of him, if only momentarily, ashamed and uncertain.

There is no justice in this situation. Private tastes, even widely shared ones, are not necessarily irresponsible and of a low order. And printed comment is not necessarily authoritative, sound, or intelligently arrived at. The only advantages in this respect that reviewers have over the rest of those present is occasionally a professional experience, a genuine knowledge of the subject treated or of the technique shown (as in the case of the author who reviews another author's book), and nearly always a larger acquaintance with current productions.

In the first case, critical opinion, however biased, has a special validity. What any workman says about his own trade, no matter how eager he may be to grind an axe, is a privileged communication and a real one. In the other case, the reviewer who goes to everything (and stays awake, perforce, long enough to get material for an article) acquires a passive experience of any medium, a repertory of reactions, that gives his remarks about them a slight edge of sophistication over those of the merely occasional patron. He can not find every show a wonderful show, because he sees them all. He is disabused, saturated, wary. Comparisons, though the habit is proverbially odious, are ever present in his mind. And when he compares one evening of his life with another, he is still comparing comparable things, since his evenings are mostly occupied in a similar way. Whereas the occasional patron, comparing one evening with another, is satisfied if his outing has been a relief from playing gin rummy at home or from listening to the radio or from whatever he has been doing on the other six nights of the last week.

Art needs no umpire, because art is not a contest. It justifies no judgment, after the manner of law and equity, because it violates no man's home or property. Save for indecency and sedition (touchy matters that vary from town to town), art can literally or legally, in the United States, do no wrong. How can anybody, therefore, be right about it, or wrong either? And how can anything one says about any piece of it have any interest beyond the weight of the experience behind the statement or the charm of its presentation? The former preserves criticism from being wholly subjective and capricious; the latter makes it, in a small way, an art in itself. Both make it a thing pleasant to read and possible to practice.

Good reviewing, therefore, has reality but no authority. It can tell what took place, describe or narrate an occasion. It can sidelight, floodlight, black-out, or evoke. It can even distort, for expressive purposes, because its expressive purposes are identical with those of art itself, namely, the transcribing of what is for its writer an "inner or outer reality." And since whatever is real to one man can always be made real to another, writing about any real thing is a true form of communication, even when the writer deliberately lies.

What is a real thing? There are only two for literature (and any writing is literature): memory and emotion. The reviewer who describes a play or concert as he really remembers it, and who infuses that description with the feelings he really experienced as a listener or spectator, will communicate. His memories must tally a bit with those of some of the other persons who were present, and his feelings had best be clearly labeled as personal. No one need share these, but without them the description will not come to life.

All the rest of reviewing—the calling of strikes, as if art were a sport; the judging of it as "good" or "bad," as if it were a moral action; the interpreting of it as "advanced" or "reactionary," as if artists were collaborating in some clear historical process; the estimating of it as "important" or "trivial," as if a work's carrying power could be guessed in advance with any reasonable degree of probability, or even certified after the fact by other than statistical means; and worst of all, the classifying of it as "delightful" or "boring," as if one man's attention were not the most deceptive of all criteria—all such games are pompous and futile.

What one can remember of both fact and feeling is all the reality there ever is to write about, and that is also all the residue that going to a play or reading a book or hearing music leaves with any customer. People remember their own experiences better, I think, and profit by them more, than they do the account of anybody else's experience. Certainly this is true when art is the subject of the experience. Criticism, unless it is as true an account of vivid experience as any poem or novel, can not possibly compete with these in memory.

COFFIN

COUNTESS ANTONELLI wears a white and silver brocaded dress by Simonetta Visconti

IN ROME NOW

The Roman season is a year-around season. Jasmine, roses, violets are sold throughout the year from open flower stalls. All winter the bright, deep blue skies are clear for flying. In March, there are quick, almost tropical showers that sparkle in the sunshine. And always, in the rosy light, the buildings become faintly pink. The beige and sand façades and ruins, the *terra di Siena* walls, give the city its immemorial colours, its high pink and faded orange tones.

Limited by political and money problems, Italian entertaining is purposefully mild, with the real excitement brought in by visiting (and very welcome) Americans and French, diplomats and on-tour foreigners. These give the only really big parties in Rome now, often in rented wings of palaces, historic villas. (There, among marble stairways, vast ceilings, historically painted walls and *gallerias*, the evening dresses move in an air of ceremony.) There are, too, receptions for visiting Church dignitaries, to which the historic "Black" families go as a matter of rule. But for the most part, Italians confine themselves to giving cocktail parties; or dinners in celebration of something, a débutante daughter, a visiting *(Continued on page 215)*

DONNA MICHELA PARISI

She and her husband live in Rome. Here she is photographed in the magnificent modern apartment of her uncle, the Duke de Guevera, standing before his Lowestoft collection. Her dinner dress is by Irene Galitzine.

MRS. EDWARD BEHN AND DONNA MARELLA CARACCIOLO DI CASTAGNETO

Both have American affiliations: Mrs. Behn, daughter of the late Italian Ambassador and Baroness Sappupo, is married to an American; Donna Marella has an American mother. Dresses, by Gabriellasport.

PRINCESS SCIARRA

The beautiful young widow of Prince Sciarra, photographed in the gilded and painted stair-hall of Count and Countess Leonardo Vitetti's apartment. She wears a sari-draped dress from La Boutique.

COFFIN

SIGNORA NANDO GAZZONI

With a face like a Gothic angel's, long-lidded, ethereal, Signora Gazzoni is, paradoxically, an expert agriculturist, and, with her husband, runs their large farm near Milan. Her dress, by Biki.

THE DUCHESS OF CESARO AND HER TWO DAUGHTERS

Photographed under the famous Guercino ceiling frescoes at Prince Boncompagni Ludovisi's "Villa Aurora." The Duchess is wearing a dress of deep blue satin, the skirt flowered matelassé. (S.A.T.A.M. materials.) Countess Corti's wide-skirted dress is of plum satin, black velvet. Countess Visconti, standing, wears two tones of olive-green satin. (The sisters' dresses are of Gandini materials.) All three dresses were designed by Countess Visconti, who has a successful dressmaking house, "Simonetta Visconti," in Rome.

COFFIN

PRINCESS DEL DRAGO

One of the most fascinating beauties of Rome, with her green-brown eyes and tawny hair, is the French-born Princess del Drago, who was Cyprienne Charles-Roux, the daughter of the former French Ambassador to the Vatican. She lives, with her husband and young son, Clemente, in Rome. Here she is photographed in the apartment of Count and Countess Leonardo Vitetti in the famous Renaissance Palazzo Orsini, wearing a black velvet dress, with an Empire bandeau and flounces of silver-embroidered ice-blue satin, designed by Irene Galitzine.

THE PRINCESS COLONNA

One of the great beauties of Italian society (the daughter-in-law of Princess Isabella Colonna), she has dark eyes and chestnut hair. Her dress: splendid folds of amethyst satin, mink-banded.

COUNTESS CORTI

Wearing the almost unvarying daytime-until-five costume of the smart Roman women: a wool tailleur made by the great Caraceni, who also "builds" suits for the men.

MRS. DUNN COCHRANE

The daughter of the American Ambassador and Mrs. James Clement Dunn lives with her parents and small daughter at the Residence; here wears a dress designed by Irene Galitzine, of Gandini satin brocade.

COUNTESS CRESPI

The former Consuelo O'Connor, of New York, is here photographed in her new apartment in the Palazzo Colonna, in an evening dress, grey lace over green satin, designed by Irene Galitzine.

COFFIN

COUNTESS BORROMEO D'ADDA

A great beauty, set in beauty. Countess Borromeo, standing by the elaborate stone balustrade which leads down to the delicately plotted gardens of Arcore, her husband's property near Milan, where the Borromeos and their three small children live when they are not in Rome. She wears an evening-dress-for-Undine, heavy satin in two shades of water green, the deeps and the shallows, designed by Biki of Milan.

IN ROME NOW *continued*

COLOUR: NEW SHOE BASIS

The smartest plans for shoe buying this year begin with colour, add black, instead of the other way round. For the coloured shoe is no longer giddy; it's *good*. It belongs, is part of fashion's colour-mindedness, is something to have. Here we show some of the colours you will be seeing and/or wearing in shoes that are noteworthy for more than their shades: for the choice of heel heights, all smart; for the position of their straps; for combinations of leathers; for a more elegant use of calfskin; for cut-steel points put on neatly, sparsely, as décor for afternoon shoes; for a continued, consistent delicacy, even when the heels are down-to-earth.

1. Lizard opera pump, straps placed low. $23; Andrew Geller; J. W. Robinson.
2. Strap-wrapped suède shoe by Palter DeLiso. $26; Jay Thorpe; Harzfeld's.
3. Square-toed calf shoe by Julianelli. $23; Lord & Taylor; The Blum Store.
4. Stitched calfskin shoe with running tie-strap. By Delman. $29.
5. Pointed opera pump in calfskin, by Morris Wolock. $30; Bonwit Teller.
6. Soft-toed shoe combining suède with lizard, by La Valle. $26; Altman.
7. Calf opera pump by Newton Elkin. $24; Lord & Taylor; Marshall Field.
8. Calf shoe with cut-steel points, by Customcraft. $25; Milgrim; A. Harris.
9. T-strap calf shoe: heel, high; vamp, shell-cut. $24; I. Miller, New York.

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HERBERT MATTER

PALE NOTES FOR NAVY BLUE

On these pages: a few colour subtleties with which to season navy blue, including, of course, the essential salt of white. *Upper left:* **1.** Tasselled gold-plated chain by Monet, $15*, Bonwit Teller. **2.** Tawny silk square by Glentex, $2; Stern's. **3.** Navy-blue calf bag, by Pichel, $35*; Saks Fifth. **4.** Sweet-butter lambskin gloves, whipped edge, by Superb, $5; Lord & Taylor. **5.** Potpourri-coloured roses from France, $10 for two; Hattie Carnegie. *Lower left:* **6, 7, 8.** Café-au-lait glacé kid gloves by Fira Krasotkin, $18.50. Becoming blush to blue, pink rose from France, $7. Engagement book, plus pencil, $2.50*. All three, Bergdorf Goodman. **9, 10.** The choker: blue beads and pseudo pearls, $25*; longer opalescent necklace, $25*; both by Miriam Haskell; Saks Fifth. **11.** 18th-century gold snuff box (potential compact). Art Trading Co. *Centre:* **12.** Lavando gloves, navy-blue mocha, $12, from Stern's. **13.** Scatter pins; enamel violet, $2*; pansy, $3*, by Accessocraft; Altman. **14.** A froth of linen and lace handkerchief, by Bloch Frères, $23; Henri Bendel. **15.** Wrist-buttoned white cotton brief-glove by Wear-Right, $3; McCutcheon's. **16.** Cut-glass petal pin, gold-plated back, rims, by Trifari, $4*; Bonwit Teller.

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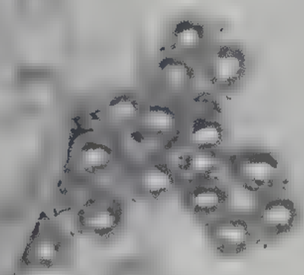

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Upper left: **17.** Designed by Jacques Fath: white cotton gloves that button down the back, by Shalimar, $5; Lord & Taylor. **18.** Bracelets of palest lavender, yellow, pink, white simulated baroque pearls by Castlecliff, $3*; Henri Bendel. **19.** Long scarf (to do a double-take around your neck) of navy-blue polka dots and white silk, by Wesley Simpson, $3; at Altman. *Lower right:* **20.** All silk and a yard square, hand-rolled white scarf, by Echo, $7; Bonwit Teller. **21.** White lambskin glove, with a turn-back cuff, by Aris, $5; Bloomingdale's. **22.** The round and roomy, natural pigskin bag, by Coblentz, $42.50*; Altman. **23.** Tailored pigskin belt, by Schaffer, $3; Bloomingdale's. **24.** Suède thread-belts, $1 each, by Criterion. Altman.

**Plus tax*

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16

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HERBERT MATTER

1. The bag: red calf, Facile closing. By Jana, $13*. Bendel's Young-Timers. **2.** The handkerchief: Swiss batiste, by Burmel, 50c; Saks Fifth. **3.** The scarf: tie-silk, Paisley motif, $12; Henri Bendel. **4.** The shoe: navy-blue calf, soft, boxed toe, by Urbanites, $21; Altman. **5.** The gloves: white cotton with a back vent, $2; Van Raalte. **6.** Scatter pins: gilt feathers, each $2*, the link chain, $6*, the woven chain, $5*, all by Monet, at Saks Fifth. **7.** The perfume: Dana's "Emir" (the "invisible accessory" of page 133). *Left, above:* Navy-blue and white men's-wear worsted suit with blouse, $165. "Emir" perfume, suit, Altman. Calf shoes, $20. J. & J. Slater. Calfskin bag, by Bienen-Davis, $25*; from Lord & Taylor.

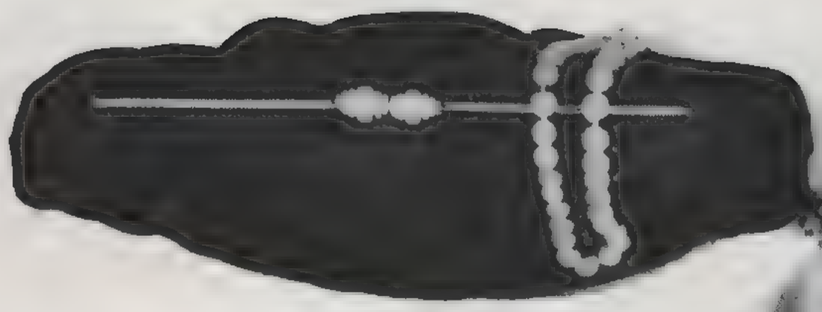
THIS WITH THAT

Even with the best ingredients, it's the putting-together that makes a costume yours. Example: the lady above wears with her blue suit a bunch of carnations, a red bag, black shoes; but she might have chosen a black bag, blue shoes; a scarf instead of flowers; or instead of either, might have added scatter pins and a rope necklace. Or the young man below might wear his tweed jacket, later in the season, with linen trousers and the rust shirt, with the scarf as a neckerchief, instead of a tie. *Opposite:* Her calf suit-shoes, by Evins, about $33; calf bag by Alan, about $26*; I. Miller; I. Magnin. Hand-stitched cotton gloves, by Hansen, $3; Bloomingdale's. His shoes, brown calf, polished to a rosy glow. By Matrix. $19; Lord & Taylor.

1. The shirt: rust rayon Shantung, by Izod of London, $11; Tripler's. **2.** The handkerchief: silk foulard, about $8; Brooks Bros. **3.** Hand-made sweater, beige cashmere, $39; Bronzini. **4.** English braces, yellow buck cloth, $4.50; Tripler's. *Left:* The gentleman wears: a wool tweed jacket, $80; grey flannel trousers, $25; calf moccasins, $12; all, Saks Fifth Ave.

*PLUS TAX

HERBERT MATTER



Tier-skirt evening dress, strapless, but with its diminutive cover-up bolero, of navy-blue Celanese rayon taffeta. By Ted Shore, $50, Lord & Taylor.

Navy-blue silk surah slippers, $22; I. Miller, New York. Supplement of spices: silk satin pouch bag, by Nettie Rosenstein, $70*; Lord & Taylor. Long length of baroque cultured pearls, 28", and cultured pearl earrings set in gold loops; at Bonwit Teller. Alternate slipper: navy-blue silk faille, by Urbanites, $23; and 12-button-length white Beautyskin kid evening gloves, $15. Both at Altman.

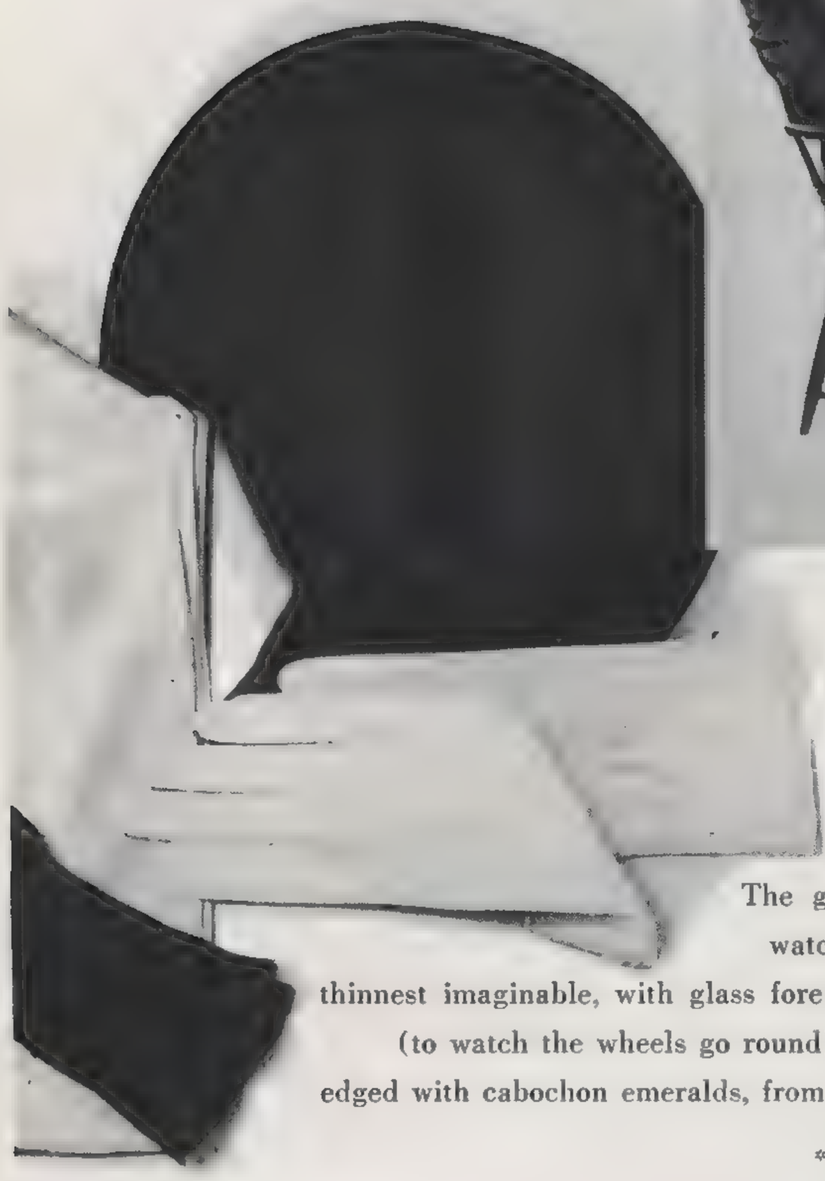
THIS WITH THAT *continued*

Twice-buttoned, the three-quarter length coat of beige wool covert cloth, $125; twice-strapped, the amber calf shoes by Hill and Dale, $16; both Lord & Taylor. Satchel bag, bamboo coloured calf, by Koret, $90*. At Bergdorf Goodman. Good companions: silk twill scarfs, pearl grey or fog grey, $6 each, Henri Bendel. White cotton gloves by Hansen, $4, Bloomingdale's. To scatter by the handful: tiny gilt maple leaves; chain choker, $20*; longer twisted chain necklace, $30*; by Napier; Saks Fifth. Brown calf walking shoe, Randoms by Stetson. $16, Lord & Taylor. Calf bag, by Goldsmith. $11*, Bloomingdale's.

Loose coat of cocoa coloured wool. By Shagmoor; $50, Bloomingdale's. The belt, natural leather with triple closing, by Marilyn, $5. Bloomingdale's. Suède shoe by Johansen. $13. Oppenheim Collins. For a change of pace: big earth-coloured suède bag by Milch, $13*; Peck & Peck. Loose-link bracelet, gold-plated, by Coro, $8*; Altman. Beige string glove with leather palm by Le Grand-Merry Hull.

Beige suède country shoe, banded with kid, by Joyce, $11; Altman. Corn-coloured silk twill scarf, tweed pattern, $4; Henri Bendel.

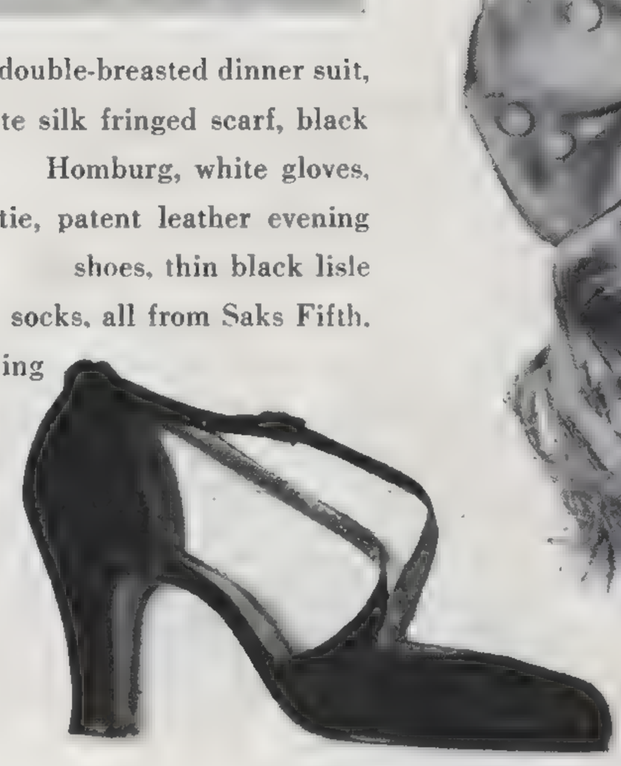
For any summer day: a dress of light blue and grey French silk taffeta plaid, over-printed with flowers, by Christian Dior—New York; $195; Bonwit Teller. Navy-blue silk surah opera pumps, $22; I. Miller, New York. Spring variants: a cluster of fresh green leaves, pale lavender silk twill sash, to hold your waist, by Brooke Cadwallader, $9; Bonwit Teller. Pseudo-pearl scatter pins, to wear six at a clip. By Marvella, $2* set of three; Lord & Taylor. Black suède shoe, cross-over strap, by DeLiso Debs, $17; Bonwit Teller.

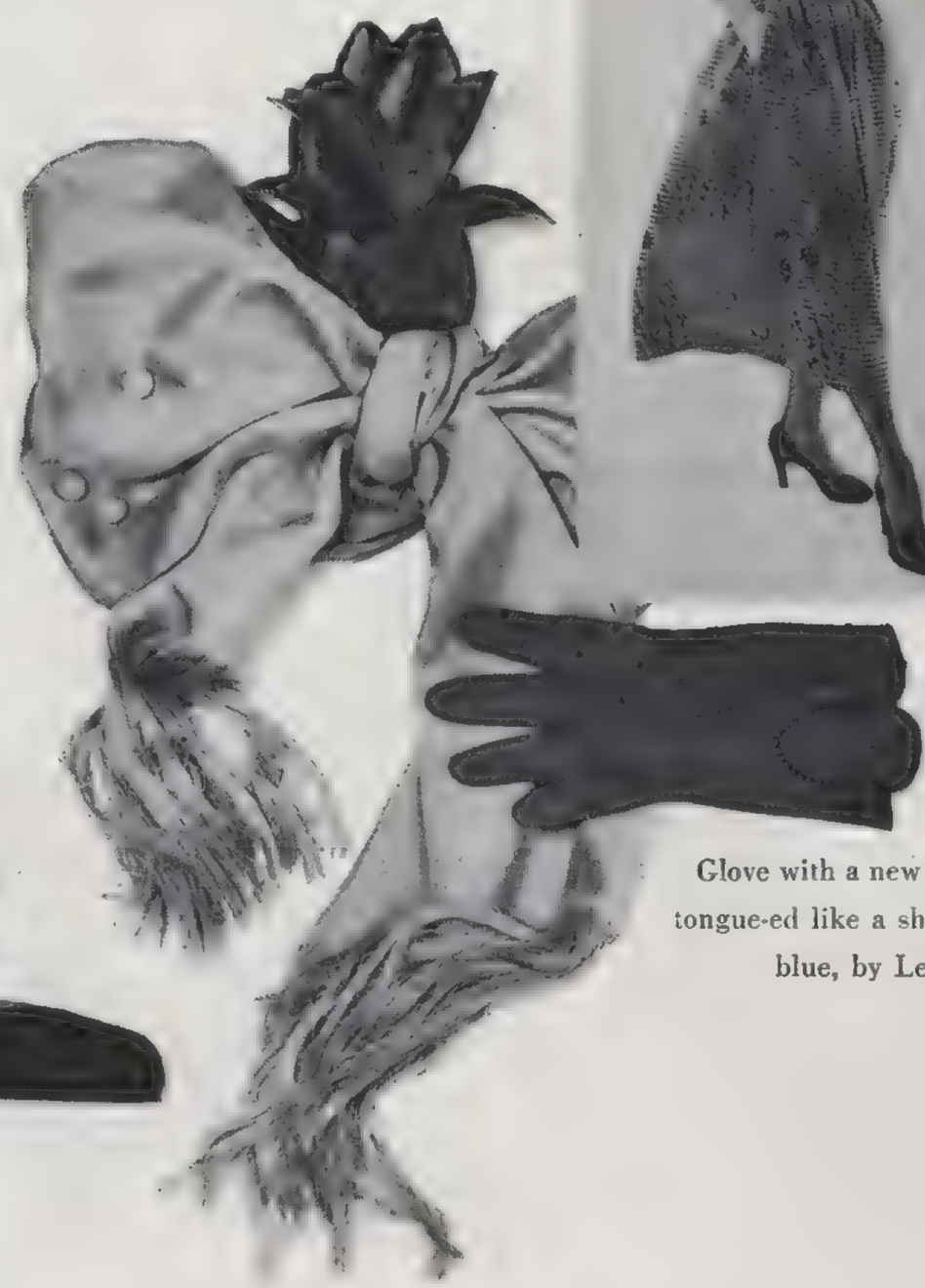


His double-breasted dinner suit, white silk fringed scarf, black Homburg, white gloves, shirt, tie, patent leather evening shoes, thin black lisle socks, all from Saks Fifth. The gold evening watch, the thinnest imaginable, with glass fore and aft (to watch the wheels go round), and edged with cabochon emeralds, from Cartier.

*PLUS TAX

HERBERT MATTER





Glove with a new closing, tongue-ed like a shoe, pale blue, by Le Grand.

FOR THE BETTER HALF OF THE DAY

Here, fashions for one o'clock to five. Uncomplicated looking as a morning dress but with late-day finesse. Unformal rather than informal. *Above:* Condensed elegance: a pearl-grey two-part dress, pointed by a white hat-with-a-rose, tilted *so*; a white beaded bag, white gloves. Sophie original, in rayon faille, $155; made-to-order hat by Tatiana du Plessix; Josef bag, $35*; Saks Fifth. Dress, Hutzler's; Filene's. *Below:* Silk taffeta print dress, pink and wine, with a big collar, by Marusia, $250; Lujean bag, $11*; Saks Fifth. Dress, Neiman-Marcus. *Opposite:* Shirtwaist dress, grey, black-striped, made for Carolyn Modes by Harvey Berin in Rémond Holland silk-and-rayon shantung, $70; Fownes gloves, $4; Arnold Constable. Dress: Mandel Bros.; A. Harris. The hat, grey straw; John Frederics. *PLUS TAX

PHOTOGRAPHS BY COFFIN
TAKEN AT THE CLOISTERS

FOR THE BETTER HALF OF THE DAY *continued*

Above, left: A dress of soft lines, soft colours (grey and rose stripes). By Kane-Weill in Stafford rayon surah. $50; Best's. The high-curved hat, beige Shantung straw, with a temporary blooming of fresh flowers. The hat, Baroness Radvanszky. *Above, right:* Silk satin jacquard dress, pink with blue dots. By William Bass. About $90; Altman. Beret, John Frederics. *Below:* An unmixed blessing of a beige shirtwaist dress in a cloth that is a mixture of silk, wool, and worsted. Designed by Fira Benenson. $195 at Lord & Taylor; Harzfeld's. The bamboo-handled bag, straw-covered linen, $60* at John Frederics. *Opposite page:* An nth degree version of the shirtwaist dress, Staron lightweight silk taffeta, wine, white dotted, by Christian Dior—New York; Henri Bendel; I. Magnin; Vandervoort's; Marshall Field. Gloves, Henri Bendel. *PLUS TAX

COFFIN

CRONER

AT THE WORD GO

Against the background of the Moore-McCormack liner *S.S. Brazil*, three coats that might well be going to sail south aboard her. *Left:* Short coat to wear loose or clasped by your belt. By Jablow in black and white Juilliard wool tweed. About $100; Bloomingdale's; Frost Brothers. *Right:* Free-falling coat, in beige wool tweed, with buttons for back décor. By Mandelbaum in Forstmann wool. $60, Stern's; The Broadway. The ribbon beret, foldable into nothing, $11; Dobbs. 29" Pullman trunk, by U.S. Trunk; Arnold Constable.

PARTSOUCHE.

Pale tweed topcoat, full-grown, high-buttoned, with a deep yoke for soft-shoulder lines, rippling unpressed pleats at the back. In windbreaking wool to wear on promenade deck, landing strip. By Roxspun, $75; Russeks; Chas. A. Stevens; Jordan Marsh. Big suède bag, $55 plus tax; Jo Hughes, Inc.

MR. AND MRS. FRANCIS C. THAYER, II

LADIES' CHOICE: MEN'S MATERIALS

The men on these pages have put their stamp of approval on the clothes on these pages—suits that are made of the same materials as theirs but with nothing mannish about them except the materials. Now the young ladies' suits of men's-wear wools are tailored to a new degree of softness, have careful, feminine details, are in a mood to take the prettiest accessories. *Above:* Mr. Thayer makes films for television; Mrs. Thayer is a Vogue fashion editor, wears here a grey wool flannel jacket, faced, surprisingly, with canary yellow cotton, $25; a matching skirt, $13. By Tilly-Schanzer; Lord & Taylor; Garfinckel's. Hat, $16. Knox.
Opposite page: Miss Katherine Hannan, of Boston, with Gordon Michler. Her suit, grey worsted sharkskin, with a cutaway jacket, peplum flaps to repeat its gentle curves. By Jaunty Junior. $80; Franklin Simon; Wanamaker's, Phila. Madcaps piqué beret, $4; Franklin Simon.

MISS KATHERINE HANNAN AND MR. GORDON MICHLER

FRANCES MCLAUGHLIN

MR. AND MRS. CHANCE VOUGHT, photographed at Bonniers Bookstore.

Mrs. Vought, who is a Virginian, was married last year, lives now in New York and Newport. Here, she wears a town suit, with a flaring jacket, in tan and beige Milliken worsted. By Donnybrook. $50; Franklin Simon. Mrs. Canfield is the daughter of Thomas K. Finletter, head of E. C. A. in London. Her suit cinches at the waist, has a reed-slim skirt. By Junior Deb in wine and white Shamokin worsted. $60; Altman; J. W. Robinson.

LADIES' CHOICE: MEN'S MATERIALS

continued

MR. AND MRS. CASS CANFIELD, JUNIOR.

FRANCES MCLAUGHLIN

MR. AND MRS. STEPHEN D. CALHOUN, JUNIOR.

Mrs. Calhoun in a continuing young fashion—separates: a short jacket, $25; flaring, many-gored skirt, $16. Both in navy-blue worsted tweed. From Bonwit Teller; Woodward & Lothrop. Her hat, white piqué. The Calhouns live in New York, have two children. Mr. Calhoun is an ardent amateur photographer. Mrs. Bascome, a young Vogue editor, wears a grey cardigan suit with soft shoulders, an insistent waist; spikes it with the white of her hat, her gloves, her scarf. By Schiller in Strong-Hewat wool tweed. $70; Altman; Carson Pirie Scott.

MR. AND MRS. W. RADFORD BASCOME, JUNIOR.

MARIO BRAGGIOTTI, who mixes cooking and concert tours, takes over the chafing dish at the apartment of Mr. and Mrs. Cornelius Vanderbilt Whitney.

MY GUEST IS MY COOK

Guest cooks are the new social lions, outranking politicians, movie stars, widely travelled authors, and other celebrities. They are rarer and their potential is double-barreled—they can satisfy the inner man *and* be the life of the party. To qualify, they must be as proficient as professionals. Although their repertoire need not be large, it can have no slightest flavour of the hackneyed. On these two pages are shown two men and two women photographed on location. In New York, Paris, or wherever they happen to be, they are often invited to cook and charm. Sometimes they start preparations the previous day, more often at teatime on party night; all prefer performing when the kitchen staff is out.

MRS. LOPEZ-WILLSHAW makes Chilean dishes in the kitchen of Mr. and Mrs. Harrison Williams.

BALKIN

Mario Braggiotti *(opposite page)*, the concert pianist, is so accustomed to guest cooking that he rarely goes on tour without his herb-kit, which includes his favourite saffron and oregano, an Italian sage. His specialties, mostly Italian, are seldom complicated; it is the finesse of their flavour that makes them memorable. In spite of his hostess' reassurance that "cook would be glad to help," he prefers to be master of the kitchen. Although he sometimes allocates chores to his fellow guests, he allows little conversation to distract him. Mrs. Arturo Lopez-Willshaw *(opposite page, below)* is a shy but expert cook. She specializes in Chilean recipes, prepares them in a kitchenette built for her own use in her Paris house, even cooks occasionally at friends' houses. Mrs. Bertrand Taylor *(right)* is an acquiring cook—among her collected recipes is an almond soup from the Argentine, a Russian recipe for turkey with a coffee stuffing. She began cooking in Hobe Sound, where she and Mr. Taylor have a winter house, and where there are no restaurants to go to on cook's night off; now she often cooks for pleasure when in New York. Michael Logan *(below)* lives in Paris, where he has observed and accumulated cooking lore and expertise from chefs and provincial cooks. *(Some guest cooks' recipes will be found on page 196.)*

BALKIN

MRS. BERTRAND TAYLOR cooking in the kitchen of Mr. and Mrs. Bertrand Taylor, junior.

MICHAEL LOGAN
in the kitchen of
Mr. and Mrs. Gilbert Miller's
New York apartment.

LOFMAN-PIX

IN TAXES, AS IN LOVE

BY HARRIET VAN HORNE

In taxes, as in love, it's the woman who pays—and pays.

Cosmetics, furs, jewellery, handbags have carried an excise tax since 1941. Original aim of the tax was not to drive women back to the fields but to raise the government's wartime revenues while simultaneously discouraging the production of frivolous trinkets.

Well, the war is over now, duration and all. The government no longer needs our shining pennies for bullets and bombs. But the tax continues. And where does its hatchet-edge fall sharpest? On the neck of women, that's where.

And the law would seem to smack of discrimination—if not sadism—that requires women to pay tribute for the right to keep her skin soft and her chins at a minimum. She pays a cleansing cream tribute of 20 per cent of the list price, whether the cream is sold in a tube at the dime store or stashed in a Grecian urn and laced with hormones and honeysuckle. To the master minds in Washington, it's a cosmetic and therefore a luxury.

To a woman, cold cream transcends the classification "luxury item." It's part of a necessary cleansing routine: the taking off of the "public face" and all the little abrasions of the day; a prerequisite to the good, deep sleep. With a cream-cleansed face, a woman can lie down in truth if not in beauty.

Cold cream is as essential to women as shaving cream to men. But does the bearded male pay the government 20 per cent of the list price for the right to whisk off his whiskers? Bet your life he doesn't. When I complained of this inequity to the man in my life, his reply was, "Why don't you use shaving cream on your face? Smells better than that blanc mange." Plainly, there ought to be more women in Congress—re-writing the tax laws.

No woman in her right mind regards a handbag as a luxury. Consider the alternatives to carrying one. You can either stuff your pockets and go around looking like an absent-minded smuggler, or you can roll your treasures into a bandana and hoist them on a stick. Either way it will take you an hour to fish out taxi fare.

Just as some men keep an office in their hats, the average woman keeps a dressing-table in her handbag. (I know a woman who always carries pliers in her bag because the key to her front door is prone to stick.) Of course, a man pays a 20 per cent tax on his wallet. But one wallet *could* last him 10 years, win or lose a fortune.

Luggage is subject to the 20 per cent tax, too, whether it's alligator or polished cardboard. Jewel boxes become luggage and taxable only if they're large enough to sneak a nightie into.

So strong is the opposition to the 20 per cent levy on jewellery that we have opposing it a "Jewelers' Vigilance Committee." Say the gem merchants, "The tax is discriminatory because it curtails our sales in competition with non-taxable items." The public, out shopping for wedding, graduation, or birthday gifts, can buy crystal, fine furniture, Oriental rugs, lacy lingerie, and works of art without paying the tax. But silver pieces and jewellery are taxable.

The fur business has the 20 per cent tax to contend with. During the war the tax on fur coats (and fur-trimmed ones) was based on a one to one component test that has since gone hog-wild. Briefly, the 1:1 ratio meant that the cost of the fur (one component) was compared with the cost of the most expensive other single component, such as the lining or the body of the coat, if it happened to be a cloth coat with fur collar. If the fur was worth more than anything else in the coat, then the fur was taxable. In 1947 this was changed to a 1:3 ratio. The coat was taxable only if the cost of the fur was higher than three times the cost of the most expensive other component. Intention of this rule was to make not only fur-trimmed coats but some low-priced fur coats non-taxable. This failed to work at the time because even the so-called cheaper furs were going at a very pretty penny.

When fur prices tumbled recently, some of the furriers occasionally leaped into the breach with specially designed fur coats in which the pelts were not the prize. Thus we might have a skunk-dyed chipmunk lined with pure silk, embroidered, hand-painted and possibly sprayed with radium. In this fashion somebody might even produce a non-taxable mink coat.

Actually, the term "luxury tax" is a euphemism. The law does not specifically say "luxury," though the intent is plainly that. Trouble is, a luxury to some people is often a necessity to others. Hence, the glaring inequities in the law. Why should a tie be a necessity, a tie pin a luxury? Why not tax both? Why should a passport case be subject to tax and a leather kit for poker chips and dice tax-free?

And why are baby oil and talcum taxed? Aren't a baby's comfort and health as vital as his cleanliness, which is insured by non-taxable soap?

Both druggists and manufacturers are continuously confused about the changes in tax rulings. Within one month the government issued three different edicts on bubble baths. First they were ruled taxable. Then manufacturers pointed out that they fit into the non-taxable class as "preparations containing five per cent or more saponaceous matter." So bubble baths became tax free. Then the decision was reversed when somebody in the tax department decided that a bath with bubbles must be a beauty aid. Otherwise, girls would be content to take baths without bubbles.

"Let thy head lack no ointment," says the Holy Bible. Any shampoo, however, that says on the label that your hair will look prettier after using it, is taxable. Many shampoos have removed beauty claims from labels—so are un-taxable.

If you buy Epsom Salts for some frivolous purpose, such as soaking your feet, you pay the 20 per cent tax. If it's for medicinal purposes, you don't. *(Continued on page 203)*

Nº 5 GARDENIA Nº 22 RUSSIA LEATHER

THE MOST TREASURED NAME IN PERFUME

CHANEL

That unseen woman within you

—can make you over...

if you will only let her

Mrs. Vanderbilt's flawless skin shows the exquisite care she gives it. "The best creams I know are Pond's," she says, "they're *perfect* for my skin."

MANY WOMEN feel in their hearts that they have missed *full* self-realization.

Many live always with a numbing sense that they are of little importance.

Yet they *need not* accept this—help is *within themselves. You* can feel it within you—an inner drive for happiness. The close *interrelation* between this Inner You and the Outer You, the almost uncanny power of each to change the other—can change *you* from drabness to joyous self-fulfilment.

Never think of yourself as cut to a set pattern. You are *not*—you are changing every day. You can *direct* this change. Let the strong, beautiful Inner You help you to lift your life *up*.

This inner force in all women is tied inextricably with need for physical attractiveness. This is the real reason that nothing so shakes your confidence, your whole outlook, as the uneasiness that comes from *not looking as you should—not appearing at your best.*

It is also the reason that nothing so bolsters your faith in yourself as the warm, sweet knowledge that you *look lovely*—and that this outer loveliness *is actually drawing others closer to the true You within.*

Right now—today—start an inspiring *new way of living* that will send a new and lovelier *You* flooding out to others through your face, and lift you right out of the class that nobody notices.

Base this new way of living on the great laws of health and beauty: Exercise each day—so your circulation keeps renewing you! *Relax*—let go a few minutes at least twice each day. You'll really be amazed how this soothes and lifts *your spirit.* Enough sleep. A balanced diet. Enough water. *Cleanliness,* of course.

And then—*your face*—that constantly changing *outer* expression of *You* that always seems more fascinating than anything else about you. A new understanding of its care will bring the real *Inner You singing through it* for all your world to see and love.

New "Outside-Inside" Face Treatment

Never underestimate the little miracles that can be wrought by simple daily habits. That luminous look—for instance—which *true cleanliness* gives to skin. The fineness and softness of texture that can come to you through faithful, meticulous grooming. Yes—the gratitude of skin for the care you give it is a lovely thing to see.

You'll find it takes no time at all to give your face this Pond's new "Outside-Inside" Face Treatment that acts on *both sides* of your skin. *From the Outside*—the Pond's Cold Cream is softening, smoothing and cleansing your skin, as you massage. *From the Inside*—every step of this new treatment is stimulating the blood in your cheeks to beauty-giving activity.

Mrs Cornelius Vanderbilt, Jr.

Mrs. Vanderbilt's charming, mobile face sends a fascinating challenge from her vivid Inner Self . . . gives to all who see her a lovely, stirring picture of the truly magnetic person she is

You really should not wait another day to give your skin this rewarding new beauty care. Do it *always at bedtime* (for day face-cleansings, too)—*this is the way:*

Hot Stimulation—splash face with hot water.

Cream Cleanse—swirl Pond's Cold Cream—lots of it—all over your face. This will soften and sweep dirt and make-up from pore-openings. Tissue off well.

Cream Rinse—swirl on a second Pond's creaming. This *rinses* off last traces of dirt, leaves skin lubricated, *immaculate.* Tissue off.

Cold Stimulation—give your face a tonic cold water splash.

Now—see *your* face! Rosy! Sparkling clean! So soft! This new "Outside-Inside" Face Treatment with Pond's Cold Cream is beauty care you'll never want to miss—because it works! As lovely Mrs. Vanderbilt says, "This treatment leaves my face feeling refreshed and *immaculate.* Pond's is a *beautiful* cream!"

Is yours Dry Skin?

Dry skin requires a *special* cream—one that will give your skin *more oil.* From 25 on, many women find their natural skin oil starts *decreasing.* Lots of you will lose as much as 20% of this natural oil before you are 40. If you have *any* tendency to dry skin, give your face the *extra* softening help of *lanolin-rich homogenized* Pond's Dry Skin Cream. Very rich, yet *never* sticky—you'll love the way dry skin really seems to drink it up.

For Powder Base— a Special Greaseless Cream

If yours is skin that does not like a *heavy* foundation, it *will like* the different *featherlight* foundation Pond's Vanishing Cream gives. Completely greaseless—it leaves no "coated" look. You have no shade problem. It leaves only a smooth, protective film that's transparent on your skin. Powder goes on smoothly, looks more natural—and lasts!

Discover, too, the quick "beauty-lift" a 1-Minute Mask of Pond's Vanishing Cream can give you. Just cover face (except eyes) with a snowy mask of the cream. After 1 minute, tissue off. See your skin look clearer, brighter, silkier—immediately!

Have the "Angel Face look"

You look sweet and smart and completely natural when you wear Pond's Angel Face—the newest kind of new make-up that is actually foundation and powder all in one.

Not a cake make-up, no wet sponge; not a greasy foundation, no smeary fingertips—Angel Face goes on with its own downy puff. It gives you a complete make-up that stays on much longer than powder. It's never drying, it's never greasy.

And it can't spill in your handbag or "snow" over dark dresses. You are just bound to *love* Angel Face—and you can choose from five heavenly shades.

Then—for your lips—you'll find there is subtle flattery in Pond's satiny-pink "Lips" shade—"Dither." A perfect shade for Spring—it is completely adorable on blondes—and downright bewitching on brunettes.

Don't just take your face for granted. Every face needs loving care and understanding to look as lovely as it should. *What are you doing for your face?* It is the *You* that others see first. Do help it to show you with charm and distinction—at *your very best.*

Always remember—The you that others see first is in your face!

It is not vanity

to develop the beauty of your face. You owe it to those who love you—you owe it to *yourself.* The lovelier you look, the happier you'll feel—and you will find this greater happiness brings the real Inner You closer to others.

Seven favorites among the Beauty Aids Pond's makes for You—used and trusted by lovely women the world over

FASHION SPOTLIGHTS COTTONS

★ "ERENMADE", lovely cotton chiffon voile with gay flowers on white and colored grounds or neat monotone effects. Tebilized for crease-resistance. Sanforized†, washable. 37" wide. Yd., 1.25

CLOQUE ORGANDIES. Crisp and flattering for blouses, graduation or children's dresses, evening gowns. Self-tones and multi-color floral effects with a permanent-finish, crinkled texture that's very charming. 36". Yd., 1.65

IRIDESCENT CHAMBRAY, fashion's newest darling. Woven and finished in Switzerland of fine Egyptian cotton. Looks and handles like silk. Exclusive with McCutcheon's in many lovely colors. Washable. 36" wide. Yd., 2.50

★ IRIDESCENT DOTTED SWISS. Nine unusually pretty color combinations with tiny white dots. Very 1949! Washable of course. 36". Yd., 1.50

IMPORTED GINGHAMS in three sizes of checks. Woven in England of long-staple Egyptian cotton. Gay plaids, too. 36" wide. Yd., 1.95

★ GALEY AND LORD GINGHAMS in bright checks and plaids. Grand for sports and play clothes, children's dresses. 36" wide. Yd., 1.25

★ "TANA LAWN" from Liberty of London. Lovely, typical Liberty designs and colorings. 37" wide. Yd., 2.00

★ "CHAMELLE" a fine longcloth woven from long-staple Pima cotton. 20 vat-dyed colors. Sanforized† for satisfactory laundering. 36" wide. Yd., 1.00

★ WOVEN CHAMBRAY. Many pretty colors, all washable. 36" and 42" wide. Yd., 1.25 and 1.35

★ CALICO PRINTS on fine washable cotton. Both bright and dark grounds for blouses, dresses, play clothes. 36" wide. Yd., 1.00 and 1.25

IMPORTED FROM SWITZERLAND! Exquisite embroidered organdies and batistes, exclusive with McCutcheon's. Light and dark grounds for blouses, evening gowns, negligees. 36" wide. Yd., 4.95 to 9.50

WHITE COTTONS. Grand assortment of Swiss embroidered organdies and batistes, Imago organdy, drop-stitch organdy, broadcloths of various weights and qualities, sheer white organdy from foreign and domestic mills, long-cloths, nainsooks, batistes, poplins and voiles—all at reasonable prices.

LINENS STAR, TOO...

★ "KREESVOID", fine Irish dress linen that's crease-resistant, vat dyed, Sanforized†! High-fashion shades for Spring. 36" wide. Yd., 2.95

★ "OLD KELTIC" LINEN, superb, light-weight linen for dresses and blouses. Tebilized for crease-resistance and Sanforized†. 20 pastel and street shades with plenty of white and black. 36" wide. Yd., 3.50

STEVENSON'S "SHANLIN", a linen famous for its Tebilized crease-resistant finish, its superb tailoring and wearing qualities. Full range of light and dark colors. Washable. 36" wide. Yd., 3.50

★ MANY WHITE LINENS in both sheer and cambric weights, also fine altar linens. 36" wide. Yd., 2.00 to 3.50

†Residual shrinkage less than 1%

SAMPLES ON REQUEST—PLEASE SPECIFY COLOR PREFERENCE

Third Floor—Fabrics marked ★ also at White Plains

McCutcheon's • Fifth Avenue at 49th, New York 17, N.Y. • VO 5-1000

GUEST COOKS' RECIPES

(Continued from page 191)

RECIPES BY MICHAEL LOGAN

A professional amateur, Michael Logan has a vast kitchen repertoire. (He first learned to cook when he was studying at Georgetown University.) Unlike Mr. Braggiotti, he does not seem to mind the presence of his hostess' cook. For a dinner which he cooked for eight at the house of Mr. & Mrs. Gilbert Miller, his menu consisted of onion soup, Hungarian goulash, mushroom salad, and chocolate mousse. He worked for two hours the day before, preparing the dessert and the goulash, which improves with standing. On the night of the dinner he arrived just an hour ahead of the other guests, whom he joined later.

VEAL WITH MUSHROOMS

2 pounds of veal, thinly sliced
1 cupful of thick cream
2 dessertspoonfuls of cognac
Butter or margarine (nut-size)
Salt and pepper
¼ pound of mushrooms

Ask the butcher to cut the veal slices very thin. Roll the slices in flour. Brown them in butter or margarine, in a frying pan with butter the size of a nut. Be sure not to let them burn. Remove the slices; add 1 cupful of water to butter in the frying pan and let the sauce thus formed reduce by simmering. Meantime, wash the mushrooms carefully, but do not peel them. Cut them and toss them for five minutes in butter, then put them over the meat. Cover the whole thing with the sauce which has been cooking in the frying pan. Add the cream. If the dish is to be served immediately, pour over it the cupful of cream, salt, pepper, cover the dish and put it in a hot oven for fifteen minutes. Just before serving, add 2 spoonfuls of cognac and a few grains of pepper. If the dish is not to be served at once, wait to add the cream until the minute you are putting the dish in the oven—fifteen minutes before it is to be served.

BASQUE ONION SOUP

10 large white onions
5 cans of consommé
4 eggs
¼ cupful olive oil
4 tablespoonfuls tarragon vinegar (fresh tarragon, if available)
4 tablespoonfuls Bovril
Salt and freshly ground pepper

Slice the onions across the grain as thinly as possible. Heat the oil in a soup pot and add onions, stir well for a few minutes and cover. Turn your fire as low as possible and let the onions steam in the oil for one hour, stirring occasionally and being sure that they do not brown. Add the consommé and simmer for one half hour. Just before serving add the tarragon vinegar and the Bovril, then salt and pepper to taste. Beat the eggs with a fork and at the moment of serving bring the soup to a fast boil and add the eggs. Serve immediately. Under no circumstances serve with cheese.

HUNGARIAN GOULASH

1 leg of veal
6 medium onions
1 clove garlic
1 can tomato paste
3 cans consommé
Paprika
Caraway seeds
Salt and pepper

Have the butcher remove all of the skin and bone the leg of veal, saving the bones. Cut the meat into one-inch cubes, discarding any fat. Chop the onions very fine. Rub the cubes of meat thoroughly with paprika, the amount depending on its strength, but do not be afraid to use a lot. Fry the onions in olive oil in a casserole for five minutes, add the meat and cook until it is well braised, stirring constantly. Put the bones which you have saved in the casserole with the meat. Add the consommé, cover and simmer over a low fire for two hours. This should be done the day before as all stews are better if they are allowed to stand in their sauce. When you wish to serve add a good handful of caraway seeds, salt and pepper to taste, reheat, and simmer slowly for one half hour. If you should have gourmet powder add one tablespoonful. It will bring out the flavour marvellously. Add additional caraway seeds and serve with noodles.

CARAMEL ORANGES

6 large oranges
1 cupful hot water
Chopped almonds
1 cupful granulated sugar
½ cupful cold water
6 dessertspoonfuls of cognac

Peel the oranges and remove all the white inner skin. Cut them across, so that you have four sections from each orange, then reassemble the four sections. Arrange them in a dish just big enough to hold them. Pour over each orange one spoonful of cognac. Then start preparing the caramel. Put one cupful of granulated sugar in a frying pan; add ½ cupful of cold water. Leave it on the fire without stirring until it becomes golden. Remove from fire and add a cupful of hot water. Replace over flame and stir until the caramel is melted. Let it cook until the whole thing takes a sirupy consistency (about five minutes). Remove from the fire and cool. Pour half of the caramel over the oranges. Just before serving, pour the second half over the oranges and sprinkle with the nut meats.

MOUSSE AU CHOCOLAT

1 pound sweet cooking chocolate
10 eggs
½ cupful very strong coffee
2 tablespoonfuls of cognac
Sugar if necessary to taste

Melt the chocolate in a double boiler with the coffee. Set aside to cool. Beat the yolks and the whites of the eggs separately. Add the beaten yolks to the chocolate mixture with the cognac and mix thoroughly. Then fold in the stiffly beaten egg whites. When well blended pour into the bowl in which you wish to serve the mousse and put in the icebox overnight or for at least eight hours.

RECIPES BY MARIO BRAGGIOTTI

RISOTTO

The following recipe serves six:

Chicken livers (from one chicken up—the more the better)
2 cupfuls of white uncoated rice (washed before cooking)
1 qt. clear chicken broth (homemade if possible; if made from cubes—2 handfuls)
½ pound mushrooms
2 pinches of Spanish saffron (Albert Ehlers in Brooklyn is a U.S. distributor)
1 medium-sized onion
1 cupful dry white wine (table wine)
¼ pound butter
Freshly grated parmesan cheese (if not available, Argentine import or Kraft's parmesan-style cheese)

Melt the butter in a deep saucepan and fry the finely chopped onion until light golden; add the slightly chopped livers and fry gently until cooked, seasoning cautiously. Next add the mushrooms, split in two (don't skin them—it is wasteful and not necessary). Simmer for a few minutes, then pour the rice in and quickly add a necessary quantity of broth to prevent sticking. Stir well, leaving cover on and keep pouring broth in as the rice swells and absorbs the liquid. After about ten minutes of cooking add the saffron, salt and pepper to taste, and keep up stirring and adding broth. After about 20 minutes, pour a generous cupful of wine in and stir.

From now on, rice should be kept as thick as possible (make sure is doesn't stick to pan), using broth sparingly until the grain is "firmly soft" or "al dente" as the Italians say (literally, "to the tooth"). Then pour out on a heated platter and spread a generous coat of the cheese on top and serve. For those who are lucky enough to obtain white or black truffles, these should be sliced and spread evenly over the risotto as a last, gastronomic touch. A slightly iced, dry white wine (preferably Orvieto) should be served with the risotto.

BABY PIZZA

This is a streamlined or "parlor" version of the traditional Neapolitan Pizza. It may be served either as a "cocktail chaser" or "padder" (so you'll lose your heart but not your head), or as a full course, hors d'oeuvres, or midnight snack.

Box of English muffins
Can of imported filets of anchovies in olive oil
Fresh tomatoes
White, mild cheese (preferably the Italian type known as Mozzarella)

(Continued on page 197)

GUEST COOKS' RECIPES

(Continued from page 196)

Oregano (oreganum herb)
Flaked red peppers
Clove of garlic
Olive oil

Tear the muffins neatly in half (don't slice) and toast the bottom part of these slightly (under the broiler), then place muffin halves face upward on a cookie sheet and garnish each half in the following order:

2 filets of anchovies
A good slice of cheese to cover ⅔ of surface
1 slice of tomato beside (and/or overlapping) the cheese

Then sprinkle the following on top:

Generous pinch of oregano
Small pinch (according to strength desired) of the flaked peppers
Shake of paprika
1 teaspoonful of olive oil (using also the oil in the anchovy can) and 3 or 4 thin slices of garlic (this ingredient is optional, depending on whether the diners will mingle with late-coming non-garlic eaters or not)

Place under the flames and broil until the cheese has melted about the other ingredients into a brown, sizzling baby pizza.

SPAGHETTI WITH GREEN SAUCE

The following recipe serves four:

1 pound of spaghettini (or vermicelli)
4 cloves of garlic
Parmesan cheese (freshly grated)
Fresh parsley
6 tablespoonfuls olive oil
⅛ pound butter

Pour about 6 tablespoonfuls of olive oil into a small frying pan and in it simmer 4 cloves (or more) of finely chopped garlic until golden, then add a good handful of the finely chopped parsley, simmer for 2 or 3 minutes, add black pepper and the sauce is ready.

In a large pot ¾ full of boiling water drop a handful of salt, throw in the spaghetti (don't break it first) and stir occasionally to prevent sticking. After about 10 minutes' cooking time, taste the spaghetti and when it is beginning to soften but still has a definite consistency "al dente" (the timing of this is of major importance), pour it into a colander, then into a heated bowl with ⅛ pound chunk of butter, add the sauce and mix it diligently. Serve on heated plates and cover the spaghetti with a generous amount of the grated cheese. A dry chilled white or rosé wine is recommended with this dish.

SPARERIBS WITH HONEY

A good dish for buffet dinners —"tastily" different and convenient since it is eaten with the fingers.

Spareribs (pork—quantity depends on number of guests)
Clover honey
Lemon
Clove of garlic
Red wine
Basilico (sweet basil)

Rub spareribs thoroughly with garlic, then spread honey on both sides (not too thickly), sprinkle a small pinch of basil over the surface and place under medium hot broiler. When one side is about done, sprinkle a little lemon juice over it and cook until ribs are brown and nearing burning point; salt and pepper, turn over and repeat, then add a sprinkling of red wine. When done, separate each rib, turn off broiler and let bake about 10 minutes. Lay on platter, cover with some of its juice and serve. A body-temperature claret or burgundy wine should be sipped with this dish.

PEARS AND PARMESAN

Serve fresh pears with bowl of freshly grated parmesan cheese. Peel and cut up pears. Take a spoonful of parmesan and put on plate. Dip piece of pear in parmesan and eat. Pleasant combination of juicy sweet pear with tart cheese.

RECIPES BY MRS. BERTRAND TAYLOR

MUSHROOMS

5 pounds fresh mushrooms
1 cupful heavy cream
2 tablespoonfuls sherry
2 tablespoonfuls butter
½ small onion
Worcestershire sauce
Paprika

Clean mushrooms, remove skin and stems. Chop very fine. Sauté ½ tiny chopped onion in 2 tablespoonfuls butter (do not burn). Add the mushrooms. Cover and let cook for about 10 minutes. Remove cover and let cook until a great deal of juice evaporates. Add salt, paprika, and garlic salt. Add cream and 2 tablespoonfuls sherry just before serving. Serve on crisp, dry toast.

NOTE: *This dish is excellent to serve before a cold buffet.*

SHRIMPS

3 pounds fresh uncooked shrimps
½ clove garlic
¼ pound butter
Finely chopped olives

Clean shrimps but do not wash as this removes juices. Salt and put in icebox for hour or two. Use deep, tightly covered skillet. Sauté garlic in butter (do not burn). Add shrimps and olives. Cover tightly and shake saucepan for a few minutes. After five minutes remove cover and stir. Replace cover and cook for 5 to 8 minutes, until shrimps are done, shaking saucepan every once in a while. Serve with rice.

CRABMEAT CREOLE

2 cupfuls crabmeat—white
1 onion
½ green pepper, chopped fine
1 cupful oyster liquor
2 tablespoonfuls flour
2 tablespoonfuls butter
1½ cupfuls heavy cream
4 tablespoonfuls catsup
1 tablespoonful Worcestershire sauce
Pinch of soda, salt, pepper, thyme

Brown onion in butter (do not burn). Add flour. Blend in catsup and oyster liquor. Season well. Add chopped pepper and crabmeat. Add pinch of soda. Simmer slowly for 15 minutes. Add cream. More cream and catsup may be added to taste. Serve on very crisp toast.

NOTE: *This dish is excellent to serve before a cold buffet.*

ALMOND SOUP

Mix 1 tablespoonful butter
1 tablespoonful flour

Add slowly 3 cupfuls warm chicken broth
Add ⅔ cupful bleached almonds, ground fine.

Pinch of powdered clove
¼ teaspoonful dry mustard
¼ teaspoonful paprika
3 pinches thyme
⅛ teaspoonful ground mace
½ teaspoonful sugar

Mix all these into broth. Heat gently and let simmer 20 minutes. Season with garlic salt and cayenne to taste. Remove from fire. Add 1 cupful thick cream, 1 teaspoonful sherry. Stir well. Garnish with chopped almonds or nutmeg. This can be served either hot or cold. If too thick when cold, add a little more cream.

TURKEY

Clean and dry turkey. Cover with olive oil, salt and pepper. Stuff with dry stuffing. Place in roasting pan. Brew 1 cupful strong coffee (preferably French or Italian roast). Add a little cream. Pour this into stuffing. Sew turkey. Baste with 2 tablespoonfuls butter, a little water and 2 cans mushroom soup. The turkey should be basted very frequently.

RECIPE BY MRS. LOPEZ-WILLSHAW

CHARQUICAN

(Puree vegetable soup)

2 potatoes, diced
1 lb. pumpkin, diced
2 medium-sized carrots, scraped and diced
1½ cupfuls string beans sliced
1 lb. peas, shelled
3 tablespoonfuls oil or butter
2 large onions, sliced
1½ cupfuls corn, cut from cob
1½ lbs. meat, minced
⅛ teaspoonful pepper
1½ teaspoonfuls salt
2 tablespoonfuls parsley, chopped

Wash vegetables. Cook potatoes, pumpkin, and carrots in water to cover, about 2 to 3 cupfuls. When they are boiling, add string beans and peas. Simmer gently. Heat oil or butter in pan and fry onions, corn, and meat. When cooked, add pepper, salt, and parsley. Mash the vegetables in the water in which they have been cooked and mix well. This soup should be thick. Serves 4.

adjustable with
buttons 'n bows
*the twin-type**
cami-slip you can
wear strapless!

Godfried
original

**Pat. Pending*

Ahhh . . . a slip that's up to the prettiest new tricks! Tiny pearly buttons make the eyelet batiste straps adjustable . . . AND detachable! When you wear it sans straps . . . just bow-tie it twice for sweet security. White Bur-Mil rayon crepe back satin, frivolous with lace, and ribbons, and eyelet batiste. Sizes 32 to 38.

About $8 *Slightly higher west of the Rockies.*
At your favorite store, or write:
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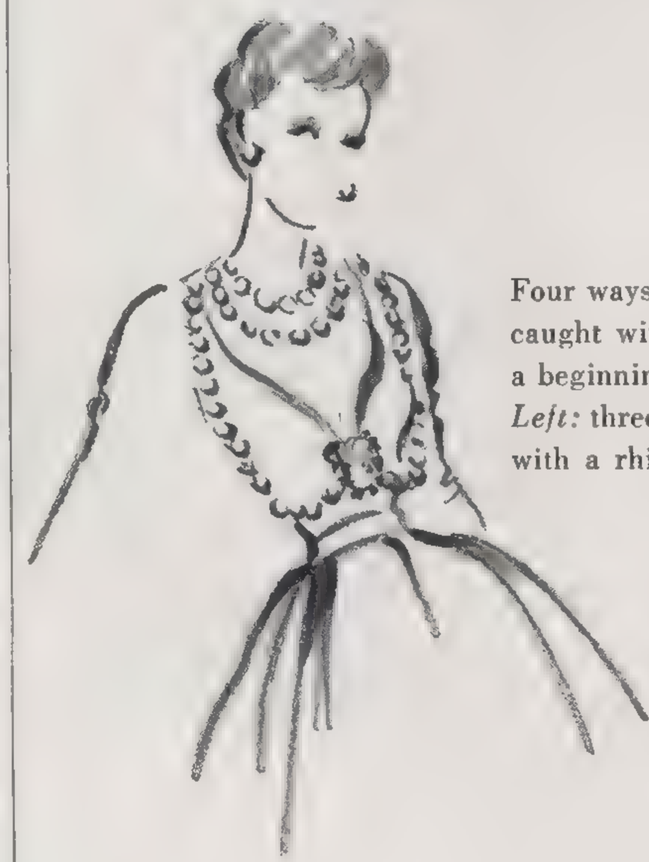
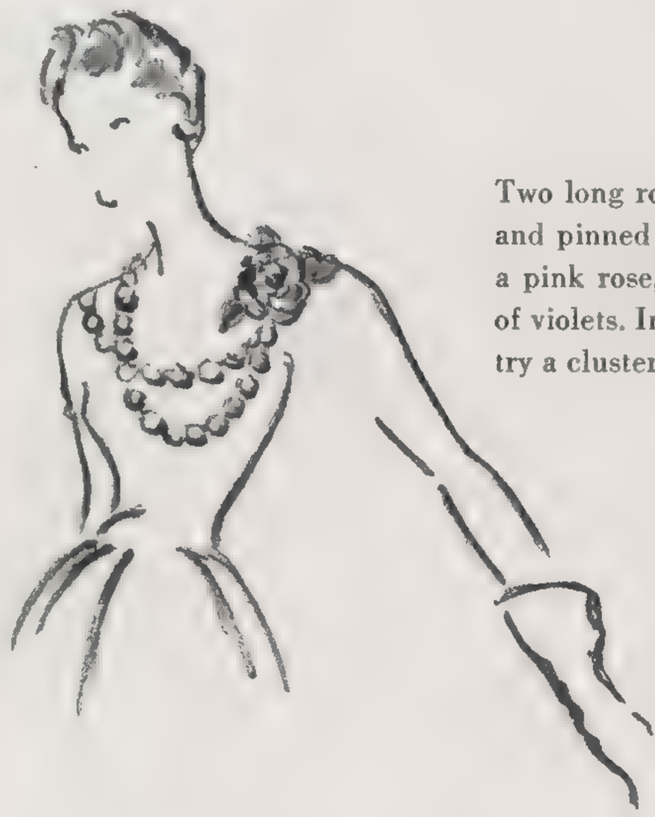
PEARLS: NEW TWISTS OF THE ROPES

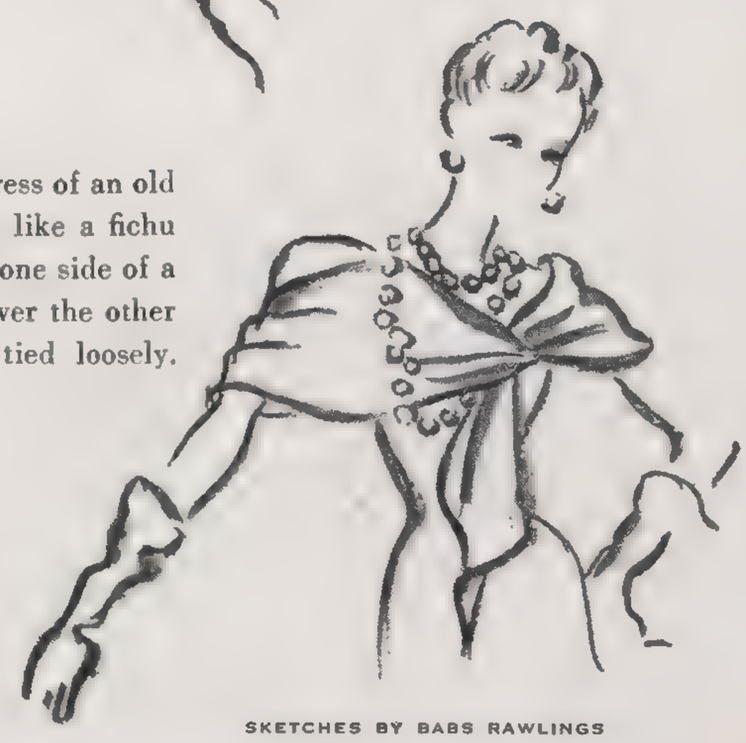


Four ways with pearls, looped, draped, caught with a rose, a pin. These, only a beginning, a fillip to your own ideas. *Left:* three strands, the last rope caught with a rhinestone clip or a pearl one.

Short strands threaded and tied with a square of coloured linen falling over one shoulder; or the square could be black chiffon, a printed scarf, a length of grosgrain ribbon, a length of tulle.



Two long ropes caught at the shoulder and pinned to the stuff of a dress with a pink rose, or a camellia, or a clutch of violets. Instead of a flower you could try a cluster pin of cherries, other fruit.



This might make a new dress of an old one: a gauzy scarf drawn like a fichu over the shoulders, under one side of a long loop of pearls and over the other side; then the scarf is tied loosely.

SKETCHES BY BABS RAWLINGS

not just nylons...but a Wardrobe of Cannon Nylons

ACCESSORIES BY LA BOUTIQUE FANTASQUE LILLY DACHÉ

Smoke Pearl, 30 denier

For your tailored times!
Correct with grey tweeds, slate tones, pastel accessories.
And with the new grey shoes.

CANNON NYLONS to blend oh-so-subtly with every spring costume! It's the wonderful "wardrobe idea" in stockings—translated into three of Cannon's exquisite, soft-voiced new colorings, created especially for *now*.
These full-fashioned beauties come in your own leg proportions. Dull-finished. Sleek-fitting round the ankles. Choose several shades—in whisper weights and practical deniers—for *your* spring Cannon Nylon Wardrobe!

Mandarin Rose, 15 denier

Perfect foil for formal,
filmy chiffons in violet shades. Or delicate
lilac-blues, with accents of gold.

Ming Blue, 15 denier

New and beguiling for afternoon wear!
Especially with high-fashion steel and electric blues,
blue and rose prints, blue-greys.

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TRADE MARK CANNON Cannon Towels—Sheets—Blankets • Cannon Mills Inc., New York 13, N. Y.

Spring casts its reflection in Arnold's *Polished Maple*

The CARLTON

mirror-polished afoot

The SUTTON

a NEW sunborn shade

The TWEEDY

The CLAIRE

styled for daytime strutting

The WEDGEWOOD

Here . . . a notable spring shoe collection glowing in the color of polished maple . . . fashionably trig and tidy of line, wondrously comfortable with the *Glove-Grip* fit of Arnold Authentics.

M. N. Arnold Shoe Company, South Weymouth 90, Massachusetts.

ARNOLD *Authentics*

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Modess ....because

When a fellow welcomes hospitality

If you want to be technical, "hospitality" comes from a Latin word meaning rest and entertainment. If you want to be practical, it means, "Have a Coca-Cola." And that means refreshment, friendliness, relaxation—so casual, so complete.

Ask for it either way . . . both trade-marks mean the same thing.

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IN TAXES AS IN LOVE

(Continued from page 192)

Shrugs the druggist, "How do we know if you're going to put your feet in it or drink it?"

Pressed for an explanation of all this folderol, the Bureau of Internal Revenue says it is simply trying to follow the laws of Congress—and to keep the collection of revenue from being thwarted by attempts to make the law impossible to administer. Some retailers feel that the last year of hair-splitting by the tax experts has already rendered the law impossible to administer.

Consider, if you will, the student laundry case. These telescope cases are non-taxable so long as the two telescoping parts are held together by two separate straps. But let a shawl strap be added to facilitate toting to the post office, and 20 per cent is added to the price.

Brief cases are taxable, but school bags are not. Should it strike your fancy to sew a pocket with the word "pencil" on the outside of a brief case, it automatically escapes the tax. A notebook binder with rings is tax-free, until a zipper is put around the edges. Then, if you please, it becomes a brief case. Cinderella's pumpkin becoming a coach was no more fantastic.

From both the retailer's and the tax collector's point of view, it would be far simpler to return to the pre-war system of taxing the manufacturer. He would then pass along the tax in the price. During the war the government thought it advisable to tax the consumer to make him conscious of the sacrifice of war. Of course, it might be argued that the world is still in a shaky state; that war could come overnight and we might as well be ready to whip into action with a tax on cold cream and baby oil. But you can't help wondering if the elimination of the present chaos among retailers, and the easing of collections would not balance the loss of psychological impact on the public.

MORALE, TAXES, AND BABY OIL

Another suggestion frequently put to the Internal Revenue Department is: Why not tax high-priced items and exempt all low-priced ones? Perfume that costs more than $50 an ounce, for example, or fur coats selling for more than $2,000. Why tax the working girl's face powder, the poor man's wallet and the oil for baby's skin?

Perhaps the cosmetic industry has the motive and the cue for more righteous wrath than the other industries taxed. Toilet preparations are as necessary to women as oxygen. Nobody can blame the women's clubs which are demanding repeal of what they regard as discriminatory tax, or an equal levy on razor blades, neckties, and other masculine foibles.

At the start of the war the British curtailed cosmetic production sharply. Effect on morale was so bad that scarce materials soon were being allocated for the production of toilet goods. The government found itself unable to cope with the black market in lipsticks and cold cream.

Sanitariums for the mentally ill recognize the importance of cosmetics. When a patient asks to powder her nose, they know she is on the road to recovery. The minimum wage boards for the various states have suggested budgets for women in low salary brackets. Not one standard budget has been uncovered which doesn't make a reasonable allowance for cosmetics and the items essential to personal grooming.

It's a little sad to face the fact that the so-called luxury tax falls hardest on the sixteen million American women who work for a living. Why should they be taxed for trying to be pretty?

SHIRT-AND-SKIRT LOOK

IN JACQUES FATH'S AMERICAN COLLECTION

(Continued from page 148)

The following is a list of shops across the country in which the Jacques Fath designs shown on pages 148-149 can be found.

Boston, Mass.....Jordan Marsh Co.
Cleveland, Ohio.....Halle Bros. Co.
Detroit, Mich.....J. L. Hudson Co.
Fort Worth, Texas.....The Fair
Indianapolis, Ind.....Wm. H. Block Co.
Kansas City, Mo...John Taylor Dry Goods Co.
Pittsburgh, Pa.....Kaufmann Dept. Store
Portland, Oregon.....Nicholas Ungár Inc.
Richmond, Va.....Thalhimer Bros.
Rochester, N. Y.....Sibley, Lindsay & Curr Co.
St. Louis, Mo.....Stix, Baer & Fuller Co.
Washington, D. C.....Julius Garfinckel & Co.

VOGUE—MARCH 15
PARIS OPENINGS—FIRST REPORT
FASHIONS . . . NO AGE LIMIT

"MODELS OF LOVELINESS"
Rita Daigle
POPULAR NEW YORK "PIN-UP" MODEL

"MODELS OF LOVELINESS"
Manikin
FULL-FASHIONED NYLONS AT THEIR FINEST

MANIKIN HOSIERY COMPANY, ROCKFORD, ILL., NEW YORK OFFICE, EMPIRE STATE BLDG.

SPRING SHOE CATALOGUE

The new soft-finished kipskin in a rosy-beige shoe to wear well with country tweeds. By Penaljo. $11; Hanan & Son.

For the first coatless days, with a coat-dress perhaps, try this navy-blue suède opera pump. By Toni Drake. $11; Bloomingdale's.

A country shoe, warm colour for a dark tweed costume, in yellow-beige bucko with black laces. About $16; Florsheim.

Green calf shoe with a black leather walking heel that is not high, not low, is entirely comfortable. About $14; Treadeasy.

Blond suède for late-day, a beige suède shoe with a cut-out vamp, a middling heel. By Valentines. $9; at F. and R. Lazarus.

Polished black calf shoe to wear with suits. It has a buckle, the neat look for all day. By Enna Jettick. $10; at Bloomingdale's.

A navy-blue calf shoe latticed with straps that make a petal pattern across the instep. It has a medium heel. $15; Walk-Over.

Copper, bright accent for blacks and navy-blues. The shoe is in calf, has the season's square toe. By Gold Cross. $11; Gimbel's.

A taupe opera pump, suède in the front, polished lizard at the back, contrasting smooth and patterned textures. By Rice-O'Neill.

The slender, narrow wedge is a point; the shoe is cocoa-coloured, made of suède and calfskin. By Foot Delight. $13. At Altman.

This shoe is very light and open, is copper coloured, is made of suède and calfskin combined. By Sandler of Boston. $9; I. Miller.

A suède shoe with an almost flat heel shaped as carefully as if it measured three inches. By Laird Schober. $14; at Arnold Constable.

For late-day, a slight, open, navy-blue suède opera pump with a delicate vamp. By Valley. About $17; Bonwit Teller, Phila.; J. P. Allen.

GRIGSBY

A comfortable country shoe in beige suède with the new built-in heel; darker beige calf decoration. By British Brevitt. $20; Altman.

the new

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Maiden Form

* REG. U. S. PAT. OFF.

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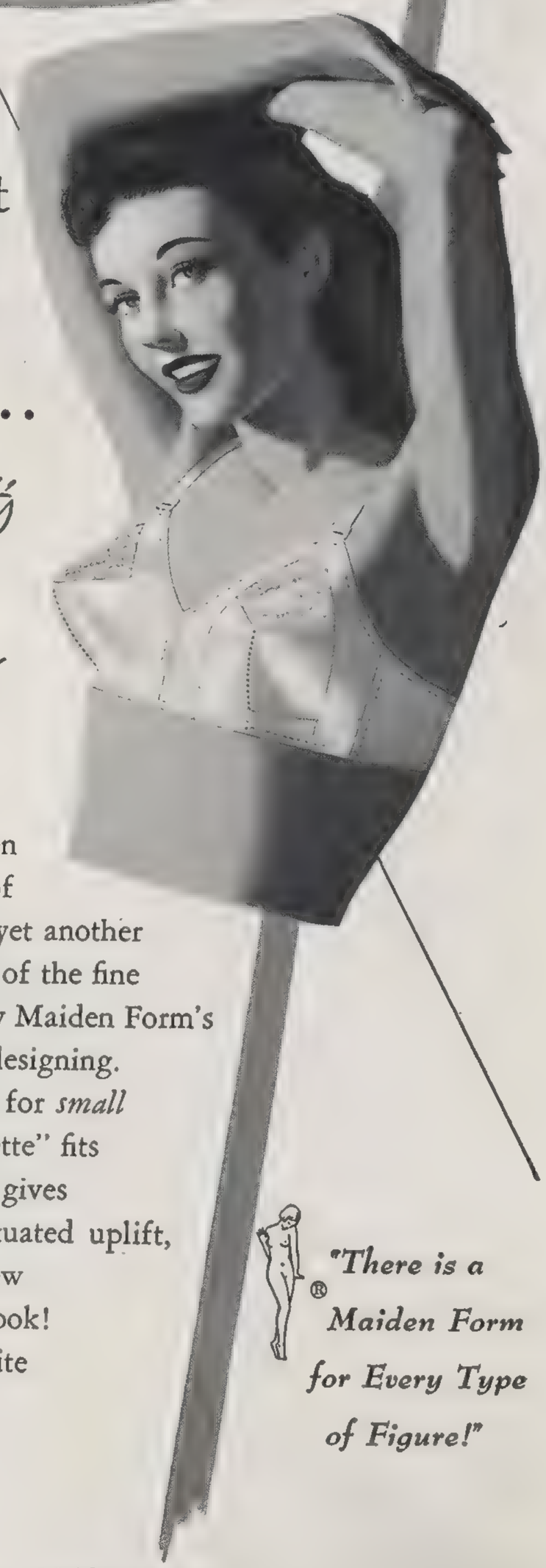
because it's designed for them!



This newest addition to Maiden Form's selection of brassiere styles is yet another dramatic example of the fine results achieved by Maiden Form's "individualized" designing. Created *especially* for *small* bosoms, "Maidenette" fits to perfection and gives fashionable accentuated uplift, with that smart new "high-bosomed" look! In Tearose or White Satin with Lace inserts, $1.75.

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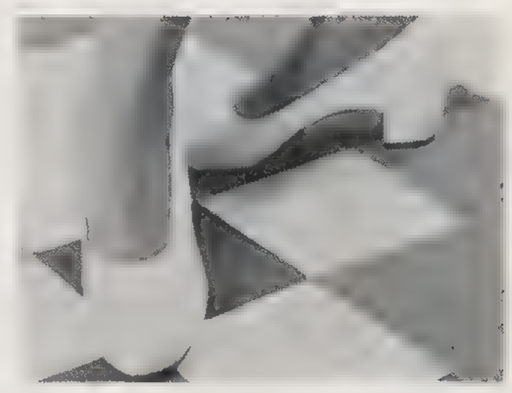
SPRING SHOE CATALOGUE

(Continued)

Calfskin in an afternoon version: a black instep-strap shoe with a medium-high, shaped heel. By Naturalizer. $11; Macy's.

For shopping, a brown calf shoe with a familiar shape, a new high cut at the front. By Krippendorf. $11; from Foot Rest.

An afternoon shoe in red calf with multiple instep straps, placed very low, a highish curved heel. By Tweedies. $15; Florsheim.

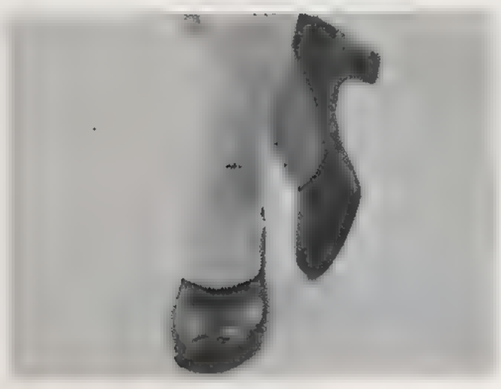


A linen opera pump with a medium heel; it could be your first summer shoe. Comes white (may be dyed). By Magic Stride.

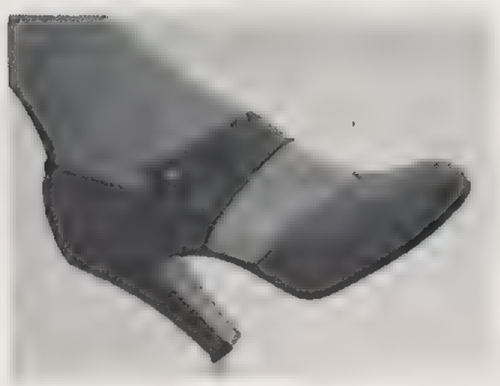
That rather rare (this season) shoe, the oxford, this time with the revived square toe. By College Bred. $17; Bamberger's.

A delicate heel at a sensible height, a welcomed paradox. Blue calf shoe with a buckle. By Foot Saver. $19; John Wanamaker.

The heel is a point here; it is broad *and* shaped. Red calf shoe with buttons for frosting. By Bare-Foot Originals. $13; Altman.



A low-heeled calf shoe shaped to give the grace of a high-heeled one, add little height. By Styl-eez. $11; Selby Fifth Ave.



To note: the breadth and flaring shape of the strap on this navy-blue suède afternoon shoe. By Rhythm Step. $13; Altman.

For prints, especially the navy-blue and white ones, an uncomplicated blue calf opera pump. By Matrix. $18; Stern's.

A brown calf afternoon shoe with two widely spaced straps that, surprisingly, button. By Paradise. $15; Foot Saver.

GRIGSBY

This, to wear especially well with the new dark cotton dresses; a golden bucko sports shoe. By Cobblers. $8; at McCreery's.

Neatest trick under the sun . . . strap shoulder sun dress that quick changes into a town cotton by adding its stole. In Hope Skillman and Lonsdale cottons. 22.95 up

For nearest available source, write

DONCASTER Rutherfordton, N.C.

"Oh sure—the baby business is grand—

But Kimball Kerchiefs are more in demand!"

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the shoes to choose for Spring!

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Orientale . . .

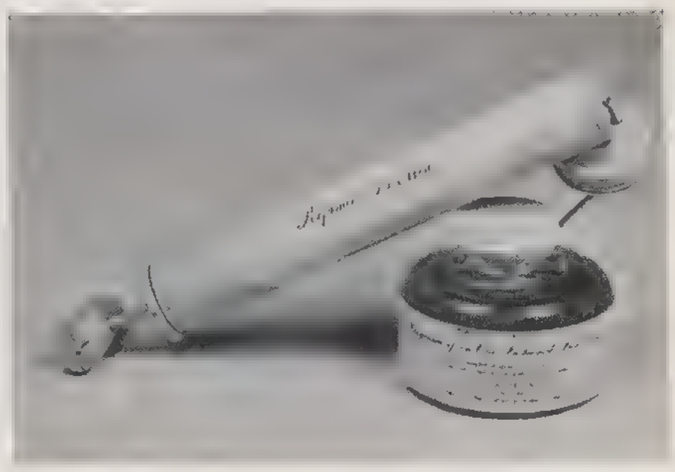
Sally Gee has captured the flashing colors and exotic mysticism of the fabulous East in this thrilling scarf for Spring! Made of impressive luxury silk 36" square, with hand rolled edges. About $4.

• Prizes for winning Scarf Design Ideas; send for FREE BOOKLET

At your favorite store or write: NOVELTY VEILING CO., Dept. A, 240 Madison Avenue, New York 16

DISCOVERIES IN BEAUTY

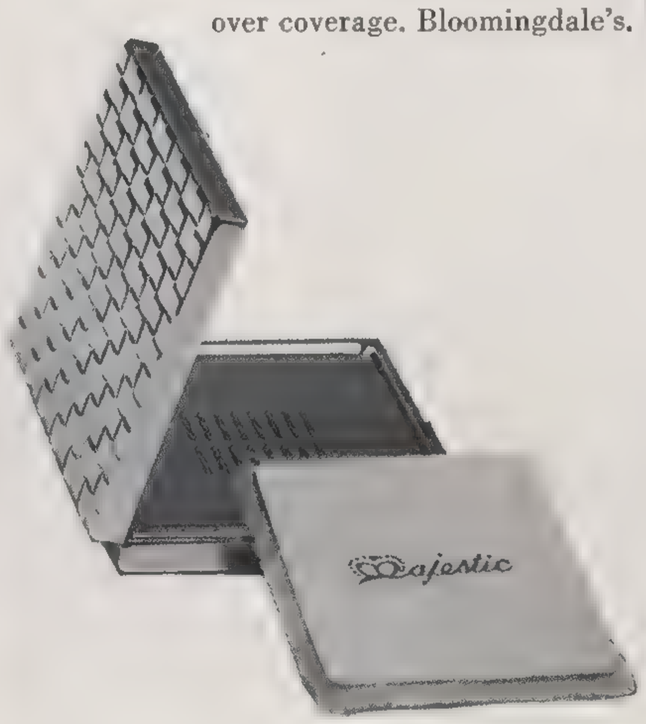
After a long wartime absence—Ciro's Chevalier de la Nuit. A warm, deep-toned perfume that wears well with furs. Saks Fifth.



You could create a flower garden at home with Touvaché's Perfumed Air Mist (four fragrances) and their petal-pink spray gun. Bonwit Teller.

From Primrose House—a new treatment. Deep Pore Cleansing Cream, worked into the skin with water or astringent. McCreery's.

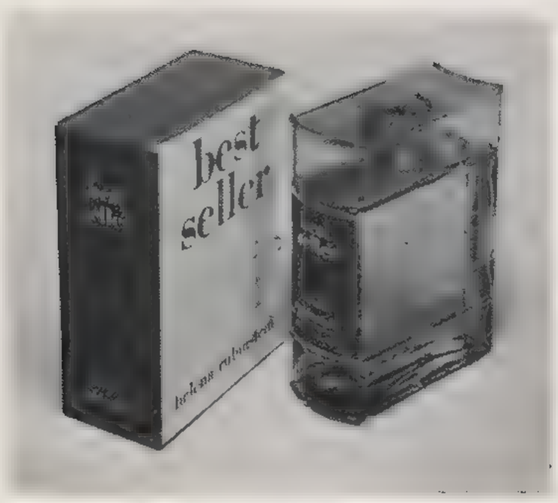
Dew is a gentle but efficient deodorant to be sprayed on by squeezing its flexible, self-atomizing bottle. Result: all-over coverage. Bloomingdale's.



Shown here—a new compact called Majestry: this is how it works. Finger pressure on the inside plate releases enough of your favourite powder for one application. Lord & Taylor.

Final result: a summer basket-purse—now filled with Harriet Hubbard Ayer's Golden Chance Bath Accessories. From Altman.

Tianne is a new Nettie Rosenstein accessory. An Eau de Parfum (milder than perfume—stronger than toilet water). Bonwit Teller.



Not to read but to wear like a flower: Helena Rubinstein's Best Seller perfume. Book-bound dressing-table reference. At Stern's.

Charles of the Ritz Akimbo to keep elbows (and heels) soft and smooth. Abrasive cream packaged with a pumice pillow. Lord & Taylor.

Robert Piguet's Visa perfume is probably familiar in its leak-proof package, shown here with a resort-minded scarf, scented with Visa in-the-making. Bonwit Teller has the perfume.

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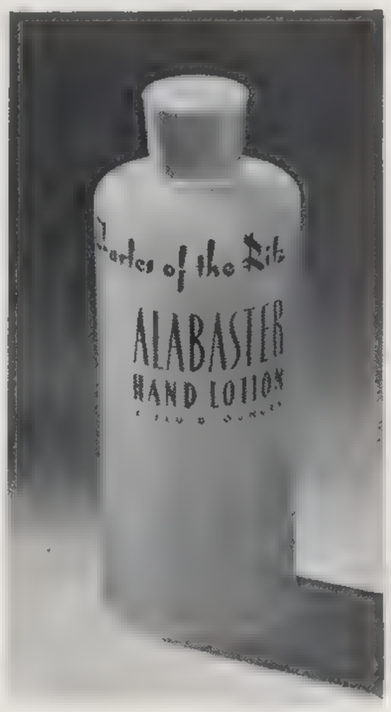
Now comes a very well thought out series of corrective hair preparations from Frances Denney. Five different treatments: Luminous Shampoo, Rinse, Conditioner, Beautifier, and Dandruff Control. At Bonwit Teller.

Alabaster Hand Lotion by Charles of the Ritz. A soft, light touch of liquid to make your hands as pale and smooth as wishful-thinking would have them. In a handsome frosted bottle, at Altman.



There should be more to a bath than soap and water: one way to make it a beauty treatment in relaxation—by adding a fragrant portion of Mary Chess Bath Essence. Lord & Taylor has it.

MIEHLMANN

Shown here: the basic requirements for a thorough basic beauty routine with Coty's excellent products. From left to right: Skin Freshener, Cleansing Cream, Conditioning Cream (for dry skin), and Eye Cream. All at Stern's.

NEW RECORD: "I CAN HEAR IT NOW"

The voices that shaped this world—from 1933-1945

EDITOR'S NOTE: *These are excerpts from Columbia's album of famous voices and memorable broadcasts, a runaway best-seller. The deft and meticulous cutting and editing of the material is the work of Fred Friendly and John G. Bude. Edward R. Murrow is the narrator throughout.*

These are the sounds of days that are past. We record a new dimension of history, a scrapbook of sounds from thirteen years of violence and achievement. 1933 was dark all over the world. In rich, fertile America fear and uncertainty lay heavy upon the land.

FDR: First of all, let me assert my firm belief that the only thing we have to fear is fear itself—nameless, unreasoning, unjustified terror which paralyzes needed effort to turn retreat into advance.

1936 was the year in which the State of New Jersey electrocuted Bruno Richard Hauptmann for the Lindbergh kidnapping. It was also a Presidential election year. But the biggest news story was in London and concerned political intrigue, an empire, a Baltimore beauty, and the King of England.

PRINCE EDWARD: At long last, I am able to say a few words on my own. I have never wanted to withhold anything, but until now it has not been constitutionally possible for me to speak. But you must believe me when I tell you that I have found it impossible to carry the heavy burden of responsibility and to discharge my duties as King as I here would wish to do without the help and support of the woman I love. And now, we all have a new King. I wish him and you, his people, happiness and prosperity with all my heart. God bless you all! God save the King!

By 1935 John Llewellyn Lewis had increased the membership of his United Mine Workers to almost half a million. And on Labor Day of '37, he laid the lash of his biblical oratory upon FDR. It was the climax of a row which had been seething since the President had turned to Tom Girdler and Lewis and, in a rare moment of petulance, said: "A plague on both your houses."

LEWIS: Labour, like Israel, has many sorrows. Its women weep for their fallen and they lament for the future of the children of the race. It ill behooves one who has supped at labour's table and who has been sheltered in labour's house to curse with equal fervor and fine impartiality both labour and its adversaries, when they become locked in deadly embrace.

The air age was upon us. The dirigible "Hindenburg" was crossing the Atlantic in less than 48 hours. It was drizzling that April night at Lakehurst as announcer Herb Morrison stood beside a WLS soundtruck to describe the arrival of the dirigible "Hindenburg."

MORRISON: The ship is gliding majestically toward us like some great feather. And these giant flagships standing here, the American Airline's flagships, are waiting . . . and all points in the United States, when they get the ship moored. . . . It's practically standing still now. They dropped ropes out of the nose of the ship. The rain has slacked up a little bit. The back motors of the ship are just holding it just enough to keep it from . . . it burst into flame. Oh, my, get out of the way please! It's burn-

(Continued on page 212)

For your pre-dinner pleasure . . . say

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Serve Dubonnet
straight, well chilled . . .
or Dubonnet Cocktail:
1/2 Dubonnet, 1/2 Gin,
stir and serve chilled
with twist of lemon.

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"I CAN HEAR IT NOW"

(Continued from page 211)

ing . . . bursting into flames . . . this is terrible, this is one of the worst disasters in the world . . . oh, four, five hundred feet into the sky. It's a terrific blaze, ladies and gentlemen, the smoke and the flames now, and the . . . not quite to the mooring mast. All the humanity and all the passengers!

For the people of Czechoslovakia, 1938 was a poised knife. Czech freedom was swapped for what Mr. Chamberlain called "peace in our time."

CHAMBERLAIN: . . . After my visits to Germany, I realized vividly how Herr Hitler feels that he must champion other Germans. He told me privately, and last night he repeated publicly, that after the Sudeten German question is settled, that is the end of Germany's territorial claims in Europe.

On September 3rd, 1939, a Labor Day America heard the calm Midwestern accents of Elmer Davis tell them that the twenty-year armistice was ended. Poland was first. Although a Paderewski concert for Polish Relief could fill Carnegie Hall, America First rallies were packing Madison Square Garden. Lindbergh gave them the word.

LINDBERGH: . . . If we enter fighting for democracy abroad, we may end by losing it at home.

That's the Nazi band that Paul Goebbels rushed to the famous railroad carriage in the forest of Compiègne. Here, where the Franco-Prussian war ended in 1872, here, across the same table where Marshal Foch humbled the Kaiser's generals in 1918, Adolf Hitler had his revenge in a humiliating French surrender. . . .

CHAMBERLAIN: His majesty has now entrusted to my friend and colleague, Mr. Winston Churchill, the task of forming a new administration on a national basis.

Winston Churchill offered nothing but blood, tears, sweat, and toil. Now the hour had come for him to mobilize the English language and send it into battle; a spearhead of hope for Britain and the world. It sustained. It lifted the hearts of an island people when they stood alone.

CHURCHILL: Behind the armies . . . of Britain and France gather a group of shattered states and bludgeoned races, the Czechs, the Poles, the Norwegians, the Danes, the Dutch, the Belgians. Upon all of those the long night of barbarism will descend unbroken even by a star of hope unless we conquer, as conquer we must, as conquer we shall.

June 18th I can hear it now.

CHURCHILL: As General Weygand has told us, the battle of France is over. The battle of Britain is about to begin. Hitler knows that he will have to break us in these islands or lose the war. Let us therefore brace ourselves to our duty and so bear ourselves that if the British Empire and its Commonwealth last for a thousand years men will still say, "This was their finest hour."

The Republicans moved into Philadelphia's Convention Hall to select their candidate for 1940. An army of political amateurs had incited a GOP rebellion and Wendell Willkie had knocked the Taft, Dewey, Vandenberg campaigns into a cocked hat.

WILLKIE: And I would also like to debate the question of the assumption by this President in seeking a third term, of a greater public confidence than was accorded to our Presidential giants, Washington, Jefferson, Jackson, Lincoln, Theodore Roosevelt and Woodrow Wilson. . . . I accept the nomination of the Republican party for President on this day. But I say this too, in the pursuit of that goal I shall not lead you down the easy road. I shall lead you down the road of sacrifice and of service to your country.

Where were you on the afternoon of December 7th, 1941?

DALY: We interrupt this program to bring you a special news bulletin. The Japanese have attacked Pearl Harbor, Hawaii, by air, President Roosevelt has just announced. The attack also was made on all naval and military activities on the principal island of Oahu.

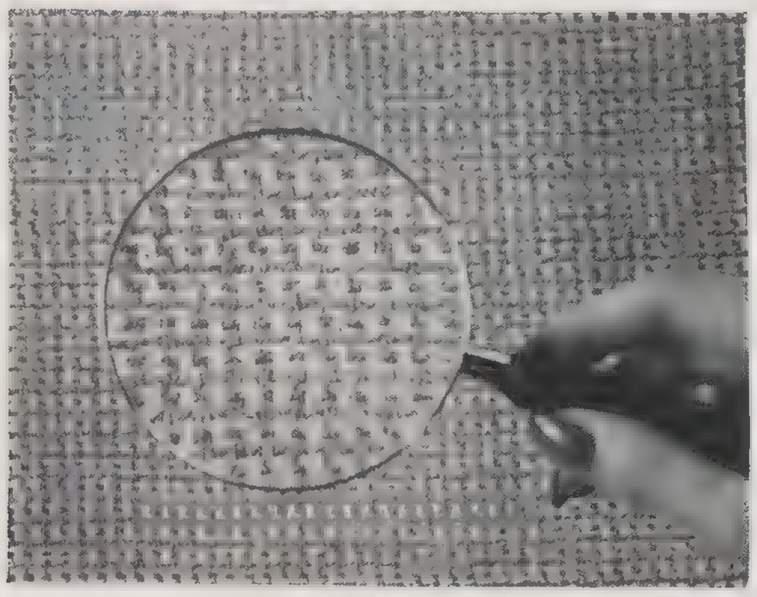
If your name is Sam Rayburn, you lift your gavel and rap for order as a joint session of Senators and Representatives, many of them bitter foes of the man on the rostrum, cheer him madly because like most Americans they are angry, frightened, and confused, and he is the President of the United States.

FDR: Yesterday, December 7th 1941, a date which will live in infamy, the United States of America was suddenly and deliberately attacked by naval and air forces of the Empire of Japan. The attack yesterday on the Hawaiian Islands has caused severe damage to American naval and military forces. I regret to tell you that very many American lives have been

(Continued on page 214)

NOW: MOTHPROOF SUITS

Suit to wear blithely because of its slim, young cut; to feel carefree about when it is put away—because this wool is Boconized Benningtweed. By Bardley. $70; Peck & Peck.



GRIGSBY

Worth looking at (though the big news is invisible): wool cloth durably mothproofed, at the mill, by the new, colourless, non-inflammable compound, Boconize. Everything made of Boconized wool bears a seam-tag with a five-year guarantee against moth-damage. Laboratory tests prove this protection effective after more than five washings, more than twenty-five dry cleanings.

Young and good, like the suit above, this one is like it, too, in being made of Boconized Benningtweed, mothproofed in the process of weaving. By Bardley. $70; Peck & Peck.

Dayman

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"I CAN HEAR IT NOW"

(Continued from page 212)

lost. With confidence in our people, we will gain the inevitable triumph, so help us God!

From Rayburn's gavel to the warning signal of the D-Day armada our glossary of war words reached round the globe and back again: Corregidor and Sevastopol, Strobing and Wainwright and HMS Prince of Wales, Sidi Barrani and the Irrawaddy, Archangel and Bizerte and the Macassar Straits.

ANNOUNCER: This is Supreme Headquarters, Allied Expeditionary Force. General Dwight D. Eisenhower!

EISENHOWER: People of Western Europe, a landing was made this morning on the coast of France by troops of the Allied Expeditionary Force. This landing is part of the concerted United Nations plan for the liberation of Europe, made in conjunction with our great Russian allies. I call upon all who love freedom to stand with us now. Together we shall achieve victory.

Franklin Roosevelt vs. Thomas Dewey.

DEWEY: This is a campaign against an administration which was conceived in defeatism, which failed for eight straight years to restore our domestic economy, which has been the most wasteful, extravagant, incompetent administration in the history of the nation and, worst of all, one which has lost faith in itself and in the American people.

On the 20th day of January '45, Franklin Roosevelt took his fourth oath of office. Early that March, the President, visibly weary, went before the Congress to report on Yalta.

FDR: I hope you will pardon me for an unusual posture of sitting down during the presentation of what I want to say, but I know that you will realize that it makes it a lot easier for me in not having to carry about ten pounds of steel around on the bottom of my legs and also because of the fact that I have just completed a fourteen-thousand-mile trip. Speaking in all frankness, the question of whether it is entirely fruitful lies to a great extent in your hands.

We interrupt this program for a special news bulletin. That's radio's way of shouting "EXTRA" (as John Daly did late that April afternoon).

DALY: We interrupt this program to bring you a special news bulletin from CBS World News. A press association has just announced that President Roosevelt is dead. The President died of a cerebral hemorrhage. All we know so far is that the President died at Warm Springs, in Georgia.

Now, if you listen very closely, you will hear some unrehearsed stage whispers between Speaker Rayburn and the 32nd President.

TRUMAN: . . . Mr. Speaker.

RAYBURN: Just a moment, Harry, let me present you, will you?

TRUMAN: . . . All right.

RAYBURN: Members of the Congress, I have the great pleasure and the high privilege of presenting to you the President of the United States.

On May 8th, President Truman announced:

TRUMAN: I only wish that Franklin D. Roosevelt had lived to witness this day. General Eisenhower informs me that the forces of Germany have surrendered to the United Nations. The flags of freedom fly all over Europe.

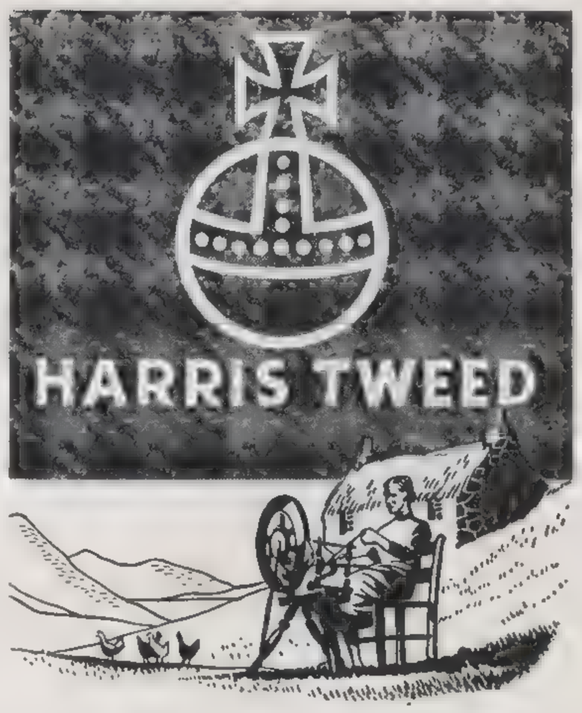
Now you're at the world's largest airfield on Tinian in the Marianas. The voice you hear is that of Chaplain William Downey, who stood amongst the target charts, escape kits, and the stale coffee and said a prayer for the Enola Gay *and civilization.*

CHAPLAIN DOWNEY: We pray to Thee that the end of the war may come soon and that once more we may know peace on earth. May the men who fly this night be kept safe in Thy care and may they be returned safely to us. We shall go forward trusting in Thee, knowing that we are in Thy care now and forever, in the name of Jesus Christ, Amen.

The bomb lasted 4 minutes. The bomb went away at 9:15. "My God," was the only entry in a co-pilot's diary. 78,150 people died at Hiroshima.

TROUT: 7:00 P.M. Eastern War Time, Bob Trout reporting. The Japanese have accepted our terms *fully*. That's the word we've just received from the White House in Washington. This, ladies and gentlemen, is the end of the second World War. The United Nations, on land, on the sea, in the air, and to the four corners of the earth are united and are victorious.

If the universe is as many million years old as we think it is, our crowded little era of 13 years is but an instant of yesterday—when it is passed. 1933's unemployment, September at Munich, that June 10th at Lidice, December 7th at Pearl Harbor, 9:15 over Hiroshima, were all part of the identical moment. The one question remaining then: Was it 2359 o'clock or 0001?



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Look for the trade mark on the cloth
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HARRIS TWEED

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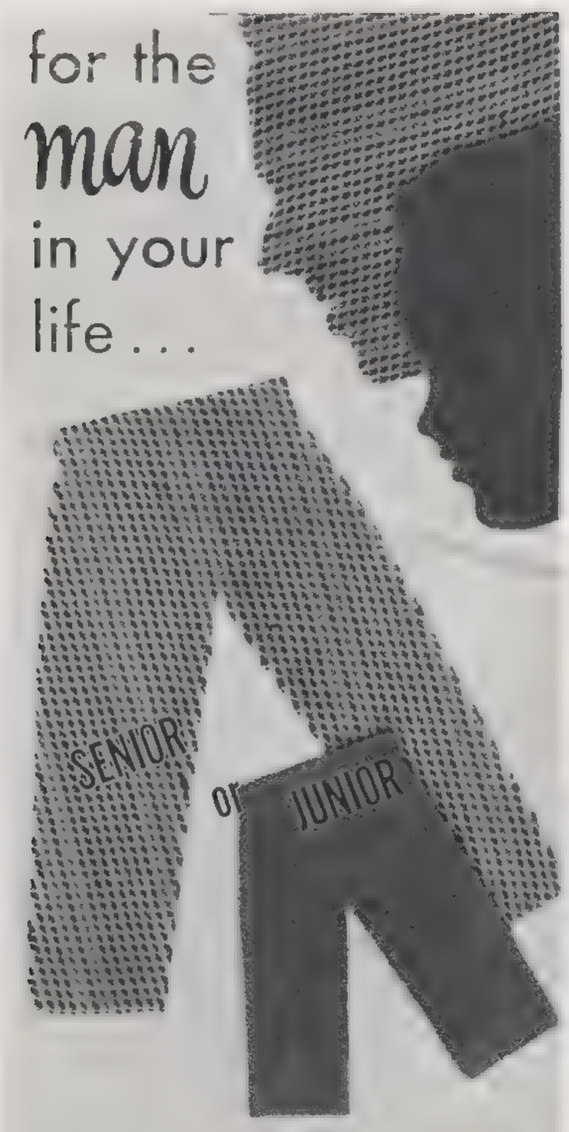
for the man in your life . . .



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Melrose Parkers more than just trousers

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a superb dark rum, unlike any other... rich...mellow... satisfying

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JAMAICA RUM
R. U. DELAPENHA & CO., INC.
Sole Distributor in U. S. A.
New York, N. Y.

IN ROME NOW

(Continued from page 166)

friend, a family announcement.... What makes the Roman social life both continuous *and* continually fresh is its city-country flavour. Italians ride in the gardens of the Villa Borghese and play polo, the year around, in the Campagna Romana; play golf between Roman tombs, ancient aqueducts and caves, from a club called the Golf dell Acqua Santa on the Appian Way. Here they lunch, any day of the year, and gather on Sundays in large groups to eat *prosciutto* and ripe figs or melons, hors d'oeuvres, *pasta*, meat, salad. They play cards a lot: tables of women gather on the winter afternoons to play bridge or pinochle; after dinners, men and women play Singapore, a form of gin rummy with a moveable bank like *chemin de fer*, and room for as many players as a dinner party is likely to involve.

Today, young Roman women of débutante age do not have coming out parties. After graduation from school (their day schools: Sacré Cœur and Assumption), the family may give a party at which the young daughter appears. In Rome, young girls never lunch alone in restaurants. Usually they stay home for lunch; occasionally they go to restaurants, but only in groups of four or more (for transportation they depend upon the family chauffeur as they seldom own or drive cars).

Few Italian houses serve cocktails to young people—the "cocktail" is vermouth or sherry; beyond that, the usual drink is Coca-Cola, orangeade, malted milk. For the young woman, there are many *nevers* in her dress. She never wears black until she is twenty-one, and then only for late afternoon and evening. She never wears a hat. She never dresses in a gala way for restaurants. She never wears a mink coat—instead, seal, beaver, or an inexpensive fur. She never wears jewels except occasionally a modest string of pearls. In the evening, the young go to the Quirinetta to see American and French films; they talk politics a lot; they plan dancing parties, and wear, to the summer ones, ankle-length dinner dresses with jackets.

At any time of the year, the restaurant life is important to Romans, the restaurant circuit changing with the season. This winter, the restaurant fashion for women was ankle-length black dress; the focus, the George on the Via Marche; the smart Whip Club; the Ambasciatori, where there's also dancing; the new dancing room at the Excelsior, and La Boîte, run by Count Leonardi, where there's *only* dancing, and at that, only in the winter. (Romans love to dance—they know the words to all current dancing music, whether the source of the melody is American jazz or Italian peasant music.) The core of the late and long cocktail hour, outside of people's houses, is the Excelsior Bar or the George Bar, where the pre-dinner hour stretches on past nine o'clock. They go to the opera, concerts in Argentina Hall, the unpretentiously staged reviews of Toto and Macario, filled with political jokes; to see the plays of the Eduardo De Filippo Company of Naples; and the newly opened production by Count Visconti of *As You Like It* with Salvadore Dali costumes and sets. Toward spring, as Roman life becomes less formal, the restaurant circuit widens, dips out toward the country to include casual little dining places. From late-May on, people go to the Taverna of the Quirinale or the Russie for dinner and dancing. Throughout the summer, they eat out of doors on the city piazzas, at little *Pizzerie*, with native singers wandering from table to table in a background of moonlit fountains and churches.... Last summer, the uniform for smart women was a fine-spun peasant shawl of webbed black wool, worn with ropes of Neapolitan coral beads massed at the neck and wrists.

No city in the world has such background for entertaining as Rome. This winter, two dances were given, both by non-Italians. The Swiss Minister, Monsieur De Weck, was host in the Swiss Legation, a seventeenth-century villa at the top of Mount Parioli. And in late December, Mrs. Harrison Williams came up to Rome from her villa in Capri, to give a small dance in the apartment of the Duchess of Sermoneta in the Palazzo Orsini. On the night of the party, the marble doorways were festooned with carnations and mimosa, the long stairway banked with plants and flowers. Several reception rooms were used, and after the dancing, guests sat at dozens of small tables which were covered with yellow cloths and clumps of Parma violets and mimosa; supper was served from long buffet tables.

Recently, two fresh spotlights have played on Roman talent. Because the Italian film industry is now a recognized international force, its stars, producers, and directors are now celebrities—seen about, discussed, visited by foreign film people. Film openings in Rome are now *events;* the Rosati, where young actors and actresses go in their non-working hours, is one of the popular places for vermouth and sandwiches before lunch, coffee at any hour. There, the talk now is about De Sica's *Thief of Bicycles*, Visconti's *The Earth Trembles*, and Rossellini's *L'Amore*.

Rome has also moved into the international spotlight as a source of fashion. Roman dressmakers (most of them are women of distinguished Italian families), who have always designed for their own friends and friends' friends, are now involved in serious production of world fashion. Last season, for the first time, the openings had some of the publicity excitement found at the New York and Paris collections; the showrooms were packed, press photographers came from all the international wire services. Now, transworld airlines, operating through Rome to the east, to Egypt, South Africa, South America, bring clients to the Italian couture. Order books at the salons are filled with Indian, Brazilian, Argentinian

(Continued on page 218)

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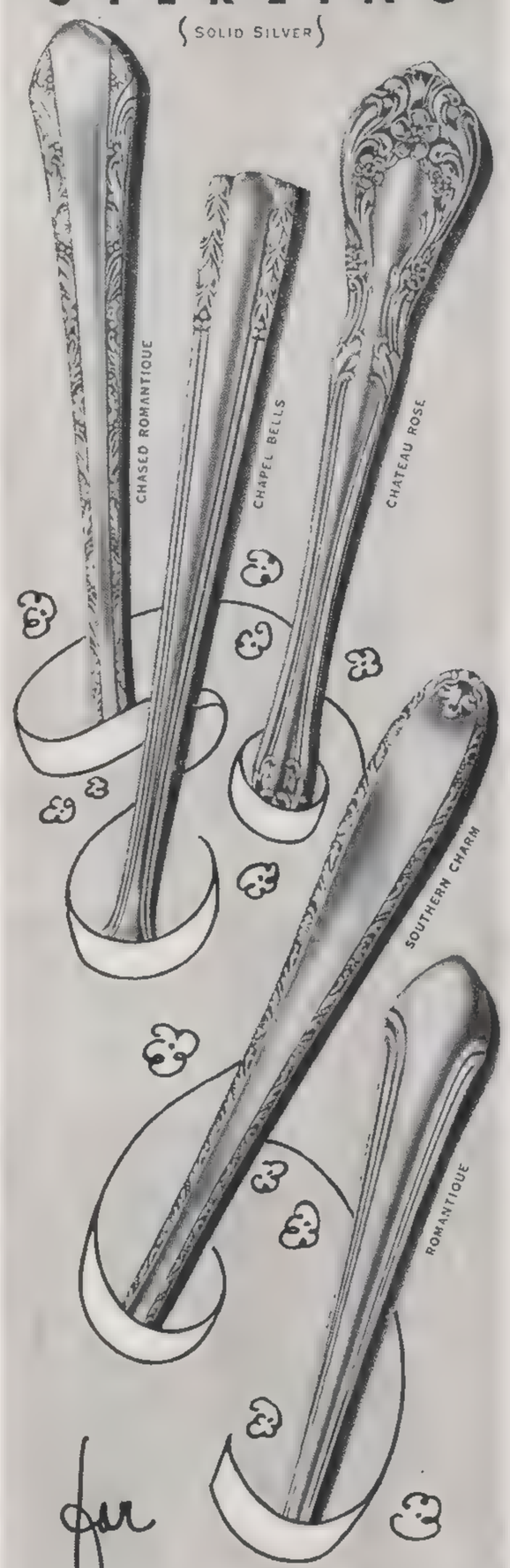

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1056

Another view of the Jacques Heim dress we show on page 162. In sizes 12 to 20 (30 to 38). For size 16 use about 5⅝ yards of 39-inch material.

1053

Another look at the dress by Robert Piguet that we show on page 161. In sizes 12 to 18 (30 to 36). For size 16 use about 3¼ yards of 54-inch material.

1052

Other views and sizes of the Lanvin-designed dress on page 164. It comes in sizes 12 to 20 (30 to 38). For size 16 use about 4¼ yards of 54" material.

1050

The coat and dress combination designed by Molyneux and made into a Vogue pattern. Another view on page 163. It comes in sizes 12 to 20 (30 to 38). Size 16, about 6½ yards of 54" material.

1051

Multiple views of the same Schiaparelli design, her brisk and definite suit, on page 163. In sizes 12 to 20 (30 to 38). Suit, size 16, about 3¾ yds. of 54" material; blouse, about 3⅛ yds. of 39".

1054

Scarlet wool jacket top, black wool skirt, Balmain designed. We show it on page 162. Sizes 12 to 20 (30 to 38). Size 16, about 4 yds. of 54" material.

1057

Paquin-designed afternoon-and-on dress, on page 164. In sizes 12 to 20 (30 to 38). For size 16 you need approximately 3⅝ yards of 39" material.

1055

Review of the Jacques Fath design, page 161. It comes in sizes 12 to 20 (30 to 38). For size 16 you need approximately 4⅜ yards of 54-inch material.

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IN ROME NOW

(Continued from page 215)

names; some American movie stars, some visitors from New York, some residents of foreign embassies.

The keynote of the smart Italian women's looks is "*raffinata e elegante.*" They are famous for their superb figures, long legs, their easy grace, and lovely, sun-warmed complexions. They wear clothes with contradictory casualness and inimitable authority. The art of distinction to them is nonchalance, always to be in the minor key by day, flowering into superb magnificence for evening. They are hatless the year around, excepting at church, and at winter cocktail parties. From late-May through October, they wear leather sandals. The materials from which their clothes are made are among the best in the world, woven by native craftsmen and printed by hand by artisans whose parents and grandparents were artisans.

In the winter, the Roman woman wears, all day, a suit made by Caraceni or Ciro, the great men's tailors. At Caraceni's shop on the Via Boncompagni, measurements of international figures are on record—Marlene Dietrich's; those of Mr. and Mrs. Douglas Fairbanks, junior; Mr. and Mrs. Tyrone Power; Merle Oberon; Ambassador and Mrs. Dunn, along with those of most of the chic, titled Italian women and their daughters. The late-day uniform is a black dress, a "milliner's" hat, furs (which are often left *on* in winter since many palazzos are poorly heated). Afternoon dresses as well as evening ones might come from the house of Princess di Giardinelli (the former Countess Gabriella di Robilant), the head of Gabriellasport; and then might be a satin or wool sheath studded with beads; beaded and embroidered designs worked out by incredibly skilled hands. Some of the wedding dresses in white and silver brocade, and the evening dresses which appear in recognizably ceremonial colours (white, red, purple, black) are made of damask in antique patterns, bought in the small dusty shop of Tanfani and Bertarelli, near St. Peter's. For generations, this shop has supplied the priests and Vatican with materials for vestments.

When summer begins, Rome adopts a mode entirely its own, a resort air, shaped in cool raw silks, hand-printed silks, hemp fabrics in peasant colours—and sandals. Last summer, chic fashions were white linen dresses, black cotton poplin long-sleeved blouses, black accessories, and boxy, bright red leather Capri shoes patched with colour. They have become a fresh part of what Italy has begun to call its "*mode nationale*"—its fashion which grows out of the life of Italy itself and takes on a special quality from its surroundings.

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